NOTICE OF REGULAR MEETING
FOR MUNICIPAL DEVELOPMENT DISTRICT
THURSDAY, SEPTEMBER 8, 2022, AT 6:00 P.M.
LOCATION: 1401 FM 424, CROSS ROADS, TEXAS 76227

Call to Order

1. Roll Call

2. Citizen Input for Items both ON and NOT on the Agenda
   Please limit your comments to three minutes in duration, and you are restricted from passing your time or any portion of unused minutes to another citizen for comment. The Board is restricted from discussing or taking action on items not posted on the agenda. Action on your statement may be taken only at a future meeting.

3. Updates:
   a. Review of Financials
   b. Local Development Update

4. Discuss and consider approval of the August 11, 2022, Meeting Minutes.

5. Discuss and consider technology enhancements associated with the strategic plan including GIS interactive mapping and mobile application services related to social community platforms and business directories.

6. Discuss and consider items related to the Town's Vision 2035 Strategic & Comprehensive Plan project.

EXECUTIVE SESSION

7. The Municipal Development District will convene into Executive Session pursuant to the following:

   a. Texas Government Code, Section 551.072 - Deliberation Regarding Real Property; to deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person: Fish Trap Road; FM 424

8. Take action as may be necessary or appropriate on matters discussed in Executive Session.

9. Request for future agenda items.

10. Adjourn

   Upcoming Events:

   - *Town Council Meeting – Monday, September 19, 2022 at 6:00 p.m.*
   - *Planning and Zoning Commission Meeting – Tuesday, October 4, 2022 at 7:00 p.m*
   - *Parks and Recreation Board Meeting – Wednesday, October 5, 2022 at 7:00 p.m.*
   - *Municipal Development District Meeting – Thursday, October 13, 2022 at 6:00 p.m.*

A QUORUM OF COUNCIL MEMBERS MAY BE PRESENT.
NO ACTION BY THE TOWN COUNCIL WILL BE TAKEN AT THIS MEETING.

CERTIFICATION:

I, the undersigned authority, do hereby certify that this Public Meeting Notice was posted on the official bulletin board, at the Town Hall of the Town of Cross Roads, Texas on or before September 2, 2022, by 5:00 p.m., in accordance with Chapter 551, Texas Government Code.

As authorized by Section 551.071 of the Texas Government Code, this meeting may be convened into closed executive session for seeking confidential legal advice from the Town Attorney on any agenda item listed herein.

This facility is wheelchair accessible and accessible parking spaces are available. For requests, please contact Town Hall at 940-365-9693. Reasonable accommodations will be made to assist your needs. This facility is wheelchair accessible and accessible parking spaces are available.

_____
Donna Butler, Town Secretary

I certify that the attached notice and agenda of items to be considered by the Town Council of the Town of Cross Roads was re moved by mefrom the front window of the Town of Cross Roads Town Hall, 1401 FM 424, Cross Roads, Texas, on the _____day of _____,2022.
_____, Title: _____

Call to Order - **6:00 P.M.**

1. Roll Call – **President Knox; Members Gaalema and Berry. Neubauer arrived at 6:22 P.M.**

2. Citizen Input for Items both ON and NOT on the Agenda
   None.

3. Updates: **Town Administrator, Kristi Gilbert**
   a. Review of Financials – **few expenses and 14% increase in sales tax**
   b. Local Development Update – **FLUP and Zone Change applications for 3201 US 380; cell tower application for 2201 Moseley; Salad and Go has a temporary CO**

4. Discuss and consider approval of the July 14, 2022, Meeting Minutes.
   Motion to approve made by Gaalema;
   Second by Bill Berry;
   Passed unanimously.

CONVENED INTO EXECUTIVE SESSION – 6:22 P.M.

8. The Municipal Development District will convene into Executive Session pursuant to the following:

   a. Texas Government Code, Section 551.072 - Deliberation Regarding Real Property; to deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person: Fish Trap Road; FM 424

RECONVENED INTO REGULAR SESSION – 7:16 P.M.

9. Take action as may be necessary or appropriate on matters discussed in Executive Session.
   No action.

5. Discuss and consider the Fiscal Year 2022 Amended Budget and the Fiscal Year 2023 Proposed Budget for the Municipal Development District.
   Motion to approve both budgets made by Gaalema;
   Second by Neubauer;
   Passed unanimously.

6. Discuss and consider MDD Board Guidelines.
   Motion to approve with the following amendments made by Gaalema;

1. **Page 1: After, "The mission of the Cross Roads Municipal Development District is to continue to grow the tax base by attracting new" add "sales tax generating…"**

2. **Page 2: Change third caption to "Business and Family Friendly," removing references to retirement from the caption and the paragraph.**

3. **Page 2: Under GENERALLY, in the second to last sentence, after "for the purpose of financing" add "and attracting…"**

Second by Berry:
Passed unanimously.

7. Receive a presentation and discuss items related to the Town's Vision 2035 Strategic & Comprehensive Plan project.

~~**EXECUTIVE SESSION**~~ **Convened into Executive Session after Item 4.**

8. ~~The Municipal Development District will convene into Executive Session pursuant to the following:~~

   a. ~~Texas Government Code, Section 551.072 - Deliberation Regarding Real Property; to deliberate the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the governmental body in negotiations with a third person: Fish Trap Road; FM 424~~

9. ~~Take action as may be necessary or appropriate on matters discussed in Executive Session.~~

10. Request for future agenda items.
    None.

11. Adjourn – **8:46 P.M.**

_____
John Knox, President

_____
Donna Butler

CROSS ROADS MDD
AGENDA BRIEFING SHEET

Meeting Date:
September 8, 2022

Agenda Item:
Review of Financials – August 2022

Prepared by:
Kristi Gilbert, Town Administrator

Description:
The attached financials are the unaudited financials as of August 31, 2022. The budget versus actuals report represents the initial FY 22 adopted budget as the Town Council has yet to approve the FY 22 budget amendment from the August meeting.

The following are items of note:
- Sales tax revenue is tracking better than expected. Sales tax revenue received in August added $44,365.04 for a total of $439,348.44 representing 112.65% of the FY 22 budget as adopted and 97.6% of the FY 22 amended budget.
- Expenses related to contractual services are at $31,492.69 for the year, which is significantly under the original budgeted $210,088 (amended at $212,338).

Attachments:
August 2022 Budget versus Actuals
August 2022 Transaction Report

Town of Cross Roads
Revenue And Expense Report
As of August 31, 2022

210 - Municipal Development District	Current Month Expense/Rev	Year To Date Expense/Rev	Current Year Budget	Budget Balance Remaining	% Balance Remaining	Pri	Prior Year FY End Bal.
Revenue Summary							
-	45,815.04	1,041,784.47	391,000.00	(650,784.47)	(166.44%)		424,304.10
Revenue Totals	45,815.04	1,041,784.47	391,000.00	(650,784.47)	-166.44%		424,304.10
Expense Summary							
110-Administration	12,635.32	831,718.95	380,088.00	(451,630.95)	(118.82%)		268,134.55
710-Transfers Out	0.00	(18,272.25)	0.00	18,272.25	0.00%		0.00
Expense Totals	12,635.32	813,446.70	380,088.00	(433,358.70)	-114.02%		268,134.55
Revenues Over(Under) Expenditures	33,179.72	228,337.77	10,912.00	0.00	0.00%		156,169.55

Town of Cross Roads
Revenue and Expense Report
As of August 31, 2022

210 - Municipal Development District	Current Month Expense/Rev	Year To Date Expense/Rev	Current Year Budget	Budget Balance Remaining	% Balance Remaining	Prior Year FY End Bal.
Sales Taxes						
-40100 Sales Tax Revenue	44,365.04	439,348.44	390,000.00	(49,348.44)	(12.65%)	422,419.85
Total Sales Taxes	44,365.04	439,348.44	390,000.00	(49,348.44)	(12.65%)	422,419.85
Investment Income						
-40306 Interest Revenue	0.00	1,553.28	1,000.00	(553.28)	(55.33%)	1,884.25
Total Investment Income	0.00	1,553.28	1,000.00	(553.28)	(55.33%)	1,884.25
Miscellaneous						
-40350 Rental Income	1,450.00	11,655.00	0.00	(11,655.00)	0.00%	0.00
Total Miscellaneous	1,450.00	11,655.00	0.00	(11,655.00)	0.00%	0.00
Other Income						
-40620 Debt Proceeds	0.00	607,500.00	0.00	(607,500.00)	0.00%	0.00
Total Other Income	0.00	607,500.00	0.00	(607,500.00)	0.00%	0.00
Transfers						
-40910 Transfers In	0.00	(18,272.25)	0.00	18,272.25	0.00%	0.00
Total Transfers	0.00	(18,272.25)	0.00	18,272.25	0.00%	0.00
Total	45,815.04	1,041,784.47	391,000.00	(650,784.47)	(166.44%)	424,304.10
Total Revenue	45,815.04	1,041,784.47	391,000.00	(650,784.47)	(166.44%)	424,304.10

210 - Municipal Development District	Current Month Expense/Rev	Year To Date Expense/Rev	Current Year Budget	Budget Balance Remaining	% Balance Remaining	Prior Year FY End Bal.
110-Administration						
Contractual Services						
110-53002 Advertising and Promotion	0.00	88.81	38,000.00	37,911.19	99.77%	3,648.00
110-53004 Software	0.00	758.93	0.00	(758.93)	0.00%	0.00
110-53007 Administrative Expenses	130.50	18,898.24	24,363.00	5,464.76	22.43%	0.00
110-53015 Dues and Subscriptions	0.00	0.00	3,725.00	3,725.00	100.00%	0.00
110-53022 Training and Travel	0.00	0.00	4,000.00	4,000.00	100.00%	0.00

110-53025 MDD Business Grant	0.00	0.00	75,000.00	75,000.00	100.00%	2,556.47
110-53100 Planning/Consulting	0.00	4,068.75	65,000.00	60,931.25	93.74%	17,330.08
110-53110 Utilities	0.00	177.96	0.00	(177.96)	0.00%	0.00
110-56030 Debt Issance Costs	0.00	7,500.00	0.00	(7,500.00)	0.00%	0.00
Total Contractual Services	130.50	31,492.69	210,088.00	178,595.31	85.01%	23,534.55

Maintenance

110-54018 Rental Property Repair and Maintenance	0.00	1,510.00	0.00	(1,510.00)	0.00%	0.00
Total Maintenance	0.00	1,510.00	0.00	(1,510.00)	0.00%	0.00

Debt Service

110-56010 Debt Principal	8,248.33	24,568.51	0.00	(24,568.51)	0.00%	0.00
110-56020 Debt Interest	4,256.49	12,945.95	0.00	(12,945.95)	0.00%	0.00
Total Debt Service	12,504.82	37,514.46	0.00	(37,514.46)	0.00%	0.00

Capital Outlay

110-58007 Capital Improvements	0.00	761,201.80	170,000.00	(591,201.80)	(347.77%)	244,600.00
Total Capital Outlay	0.00	761,201.80	170,000.00	(591,201.80)	(347.77%)	244,600.00
Total Administration	12,635.32	831,718.95	380,088.00	(451,630.95)	(118.82%)	268,134.55

710-Transfers Out

Capital Outlay

710-59100 Transfers Out	0.00	(18,272.25)	0.00	18,272.25	0.00%	0.00
Total Capital Outlay	0.00	(18,272.25)	0.00	18,272.25	0.00%	0.00
Total Transfers Out	0.00	(18,272.25)	0.00	18,272.25	0.00%	0.00
Total Expense	12,635.32	813,446.70	380,088.00	(433,358.70)	(114.02%)	268,134.55

Town of Cross Roads
Transaction Detail Report
8/1/2022 - 8/31/2022

210 - Municipal Development District   **Account 210-110-53007**

Post Date	Tran Date	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
8/9/2022	8/9/2022	August 2022 MDD deposit from property mgmt co $1319.50				130.50	0.00	130.50
					Total	130.50	0.00	

210 - Municipal Development District   **Account 210-110-56010**

Post Date	Tran Date	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
8/23/2022	8/23/2022	Loan pmt to Southside bank due 9-15-2022 Debt Principal-loan # 266198	Southside Bank	MDD loan 266198	1011	8,248.33	0.00	8,248.33
					Total	8,248.33	0.00	

210 - Municipal Development District   **Account 210-110-56020**

Post Date	Tran Date	Line Description	Vendor	Invoice #	Check #	Debit	Credit	Balance
8/23/2022	8/23/2022	Loan pmt to Southside bank due 9-15-2022 Debt Interest Loan # 266198	Southside Bank	MDD loan 266198	1011	4,256.49	0.00	4,256.49
					Total	4,256.49	0.00	

CROSS ROADS MDD
AGENDA BRIEFING SHEET

Meeting Date:
September 8, 2022

Agenda Item:
Discuss and consider technology enhancements associated with the strategic plan including GIS interactive mapping and mobile application services related to social community platforms and business directories.

Prepared by:
Kristi Gilbert, Town Administrator

Description:
During discussions related to the Strategic and Comprehensive Plan, both Greater Yield and Mundo & Associates have provided information related to resources the MDD could purchase to help further the goals of the Board.

Mundo & Associates has put the Town into contact with ViewPro, a company that provides GIS consulting services which will allow for the hosting of an interactive map that has layers including zoning designations, future land use designations, town limits and parcel information. There are two service levels priced. The first is one that would require a staff member to learn the software in order to provide regular updates with an upfront charge of $2,500 for training and no additional annual charges. The second option is the purchase of 10-hour blocks of time at a cost of $1,500 per block and ViewPro would handle the regular updates. Based on current activity, staff anticipates 10 hours per year to be sufficient.

Greater Yield has provided information from Skylab, a social community mobile application that would be utilized to promote businesses within the Town of Cross Roads. Debbie Womack will provide information in greater detail at the meeting and has included a presentation for reference. The set-up fee for the app is $15,000 with a $1,500 a month support fee that includes 10 hours per month.

Financial Impact:
ViewPro mapping

-	One time set-up fee	$ 2,500
-	Annual Software Maintenance	$ 4,500
-	10-hour block of updates	$ 1,500
-	Associated ESRI subscription	$ 700
	o First Year Total:	$ 9,200
	o Subsequent Years:	$ 6,700

Skylab mobile application

-	One time set-up fee	$15,000
-	Annual Support ($1,500/mo)	$18,000
	o First Year Total:	$33,000
	o Subsequent Years:	$18,000

CROSS ROADS MDD
AGENDA BRIEFING SHEET

Staff Recommendation:
Staff is seeking input from the MDD on these items.

Attachments:
ViewPro Proposal
Skylab Presentation

Scope of Work – ArcGIS Integration

To:	Kristi Gilbert (Town Administrator, Town of Cross Roads, TX)
From:	Suhag Kansara (ViewPro GIS)
Date:	8/29/22
Subject:	Scope document: Interactive GIS Map Application

Scope for GIS Integration:

Town of Cross Roads, TX has requested UrbanCore Collaborative, Inc. (dba ViewPro) to provide GIS consulting services to assist with implementing 2D/3D interactive GIS application and maintenance & hosting of various GIS layers.

Activity 1.1   GeoZone Map Portal (Interactive map application)

ViewPro will implement its proprietary zoning automation map portal for the Town of Cross Roads. GeoZone is an inherently 3D mapping application that will be the primary map portal to communicate most current GIS layers to the city staff, city council members, stakeholders and the citizens. The map portal can host multiple public and private layers that may include but not limited to city limit, ETJ, zoning, current land use, future land use, roadways, water bodies, flood zones and parcel.

Cost & Time Estimates:

The quote below describes the scope of services, pricing, terms and conditions, and purchasing instructions for the scope items. The proposal is for a 5-year contract that will auto-renew at the end of the 5-year term.

Task	Cost	Yearly ongoing support
GeoZone Map Portal • Automate city's Zoning based workflow with GeoZone • All automated workflow for Planning, Development Review and Building Permitting can co-exist with one-stop application • Level of effort: Includes one-time set up and ongoing licensing & maintenance cost	$2,500 One-time set up cost	$4,500 GeoZone Licensing & Maintenance
GIS Layer maintenance (Option 1 – DIY) • The city staff will be provided with a DIY mapping tool that will facilitate all the standard editing capabilities • This option requires separate Esri's AGOL editor level license ($250/yr. license cost) for the city staff	$2,500	Not applicable

GIS Layer maintenance (Option 2 – ViewPro staff support) • The city staff can pass on all the zoning changes, annexation updates to ViewPro staff • ViewPro staff takes responsibility to accommodate all the editing and updating them to the map portal		$1,500 (Up to 10 hours)
Total with Option 1	**$5,000.00**	**$4,500**
Total with Option 2*	**$2,500.00**	**$6,000**

* Recommended option since the town does not have any GIS or technical support staff

Based on the scope above, the table below identifies the Town of Cross Roads cost commitment for Year 1 and on ongoing basis.

Year	GeoZone + Option 1	GeoZone + Option 2
Year 1 total cost (set up + licensing + ongoing maintenance)	$9,500	$8,500
Year 2 total cost (licensing + ongoing maintenance)	$4,500	$6,000
Year 3+ total cost (licensing + ongoing maintenance)	$4,500	$6,000

Town of Cross Roads Responsibilities

- The town will provide one Creator level ArcGIS Online license to ViewPro to conduct all the GIS implementation activities.

Assumptions

- The work will be done off-site and over virtual meetings links.

Payment Terms:

- Invoice in the amount of 50% of the approved scope items will be sent out before starting to work on the approved scope stated above.
- On-going yearly maintenance cost is due in the full amount at the beginning of the billing cycle.
- Option 2 maintenance support hours will accommodate service requests until the hours are fully utilized. Additional maintenance hours can be purchased in the block of 20 hours.
- Option 2 maintenance support hours is a minimum commitment. Left over support hours can not be carried forward to the following calendar year.
- A separate GeoZone software agreement will be required to fulfill the scope.

Please sign and date below to approve the scope. ViewPro is looking forward to working closely with the Town of Cross Roads, TX and help fulfill its GIS needs.

GeoZone + Option 1 ☐	
GeoZone + Option 2 ☐	

Date: 8/29/22 **Suhag Kansara** Principal, UrbanCore Collaborative (dba ViewPro) Founder & CEO 1029 Highway 6N, Suite 650-131, Houston, TX 77079	Date: **Kristi Gilbert** Town of Cross Roads Municipal Development District (MDD) Town Administrator 3201 US 380, Ste 105 Cross Roads, TX 76227

OWN Your App |
Town of Cross Roads
Social Community Platform

OVERVIEW OF TOWN OF CROSS ROADS....

- **Mayor T. Lynn Tompkins Jr.**

- Approx.. 6 square miles

- No Property Tax
  - *Application & permits fees, sales tax, and other forms of revenue to fund government*
  - *Contract out Services keep government expenses low*

- Approximately 1,800 residents (Ranches – Horse Farms – Large Lot homes with one-acre minimum lot sizes)

- Denton ISD and Aubrey ISD (Schools)

- Atwood |Wal-Mart| Prairie House |CVS | Tractor Supply |Discount Tire | Sonic +++ (4.5% zoned commercial)

- Current Town of Cross Roads Social Media = https://www.facebook.com/TownofCrossroads/
  - *2,708 Likes – Posts every 3 Days to a Week | Low Engagement*

- Preserve History While Growing

- Huge opportunities for GROWTH

SKYLAB

WHY SOCIAL COMMUNITY APP....

- Younger Families moving to Cross Roads

- Almost 45% have College Degree

- Samples of Local Business Social Media:
  - *RESTAURANT:*
    - **Prairie House** (Facebook – Twitter – Instagram)
  - *CHURCHES:*
    - Crossroads Christian Church (Instagram) | Oak Grove Methodist Church (Facebook LIVE's) | The Church of Jesus Christ of Latter-Day Saints (ALL - Instagram – Facebook – Twitter – You Tube)
  - *NEW BUSINESS:*
    - Atwoods Ranch and Home (Instagram)

- **Cross Roads** (Currently **Facebook is the ONLY** Social Platform)

- Encouraged to **SHOP LOCALLY** (2% goes back to Cross Roads)

- Benefits of a Social Media Community APP ......

| SKYLAB

Benefits of Personal Community APP

■ **TRADITIONAL SOCIAL PLATFORMS**

– *Rented Space*

– *Feed - Posts | Images | Videos*

– *Bound by Algorithms* (less than 3% see your posts)

– *Your Data is Sold*

– *Dropped | Canceled at any time* (for any reason)

– *Inability to customize* the filters

– *No access to any Data* (ADS, Connections, Demographics – Psychographics)

– *Lack of Trust*

■ **PERSONAL COMMUNITY APP**

– *Own The Space* (APP)

– *Feed - Posts | Images | Videos*

– *Determine Tags* (Interests which you can use for specific communication (Demographics & Psychographics)

– *Monetization of AD $* (Local Businesses)

– *Full Control of the App | Information* (Local News | ANY Information you want to include)

– *Rewards | Badges based on Actions | Values* (which you determine – identify to encourage positive actions – community growth)

– *Build Community* with City Departments | Officials | Citizens | Businesses | etc.

– *High degree of Trust because of Relationship*

SKYLAB

Social Community APP Would...

- Combine ALL Social Media Platforms into ONE APP

- Enable Direct Communication to All Citizens | Businesses | Community | etc.

- Monetize the App by promoting Local Events | Sales | Businesses |etc.

- Host A Directory for Businesses | Town Departments | Officials | etc.

- Increase Engagement via Posts | Images | Videos | etc. Increase Selling Locally

- **Demonstrate Cross Roads is 21st Century AND Mayor T. Lynn Tompkins Jr. is leading the Way!**

SKYLAB

Client Case
Studies
ROI

Client Case Study: iX Global

SKYLAB

iX Global:
Initial setup fee: $15,000

Generated Revenue
30 days after launch: $100,000
Monthly recurring revenue after 60 days: $120,000

ROI:
Two month ROI: 1.466%

Brand Engagement:
67.6% *defined as number of Monthly Active users (MAU) as a percentage of total users:*
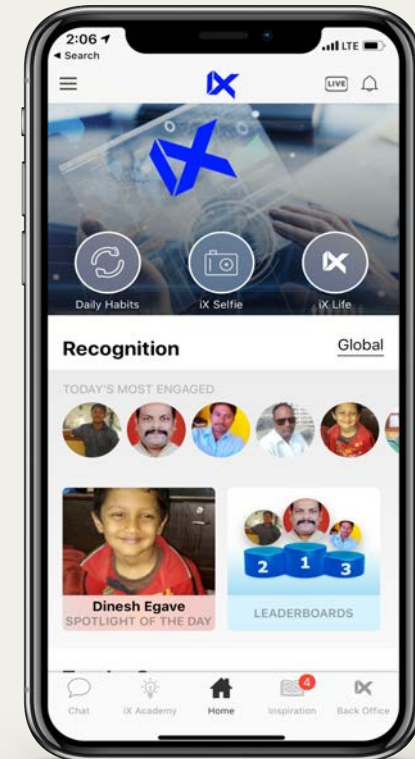
Client Case Study: Mind Movies

SKYLAB

Mind Movies:
Initial setup fee: $50,000 (discounted rate)

Generated Revenue
2018 (year 1) $53,255.11 in-app sales
2019 (year 2) $79,800.16 in-app sales

ROI:
Year One ROI: 6.51% ROI (2018).
Year Two ROI: 166.1% ROI (2019)
Year over year growth of 49.8%
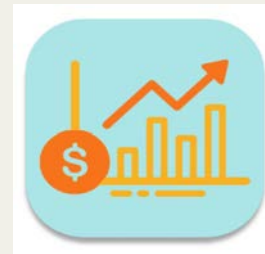
Start and Success….

SKYLAB

- The motivation behind Skylab was to allow companies, organizations, and communities to have greater autonomy over their data, values, community, and monetization.

- SKYLAB created a suite of powerful tools weaved together on a feature-rich, self-service platform where owners can engage and monetize their communities free from the many concerns associated with more significant social media and private cloud players.

- Multiple streams to generate revenue from businesses
  - *Listing fee's*
  - *Membership subscriptions*
  - *Content (i.e., training, etc.)*
  - *Pop-Up from Buisness's (Sponsor's, Ambassadors, etc.)*
  - *Many more…*

- EXPO 2020 – Dubai, in the United Arab Emirates
  - *October 1, 2021 to March 31, 2022*

- 300 Communities

- 150 Countries

- Multi-age groups / demographics

- High levels of brand engagement *(Avg over 600X greater engagement than Facebook based on Forrester study)*

- *Ownership of your app upfront forever*

SKYLAB
Turnkey solution for any brand to take the leap beyond social media

Pricing Agreement

Regular Pricing

- $ 25,000 App creation (Starting normal rate)

- $ 3,000 monthly support fee

- 10 hours of free support

Discounted Cross Roads Pricing

- $ 15,000 App creation

- $1,500 monthly support fee

- 10 hours of free technical support and consultation per month to ensure sustainable success

Six Week Implementation

Sign On (Facebook, SMS & Email)
Onboarding Feature
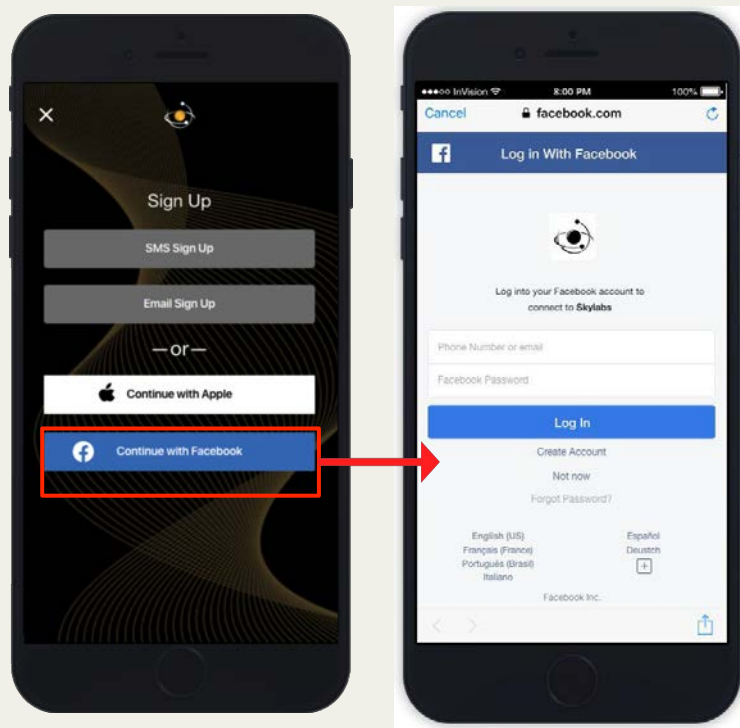
Description:

Ability to login to your platform using Facebook credentials, SMS verification or email verification. This streamlines the account creation process.

Opportunities:

Ability to integrate single sign on onto your platform through multiple different options.

Tags Management System
Onboarding Feature
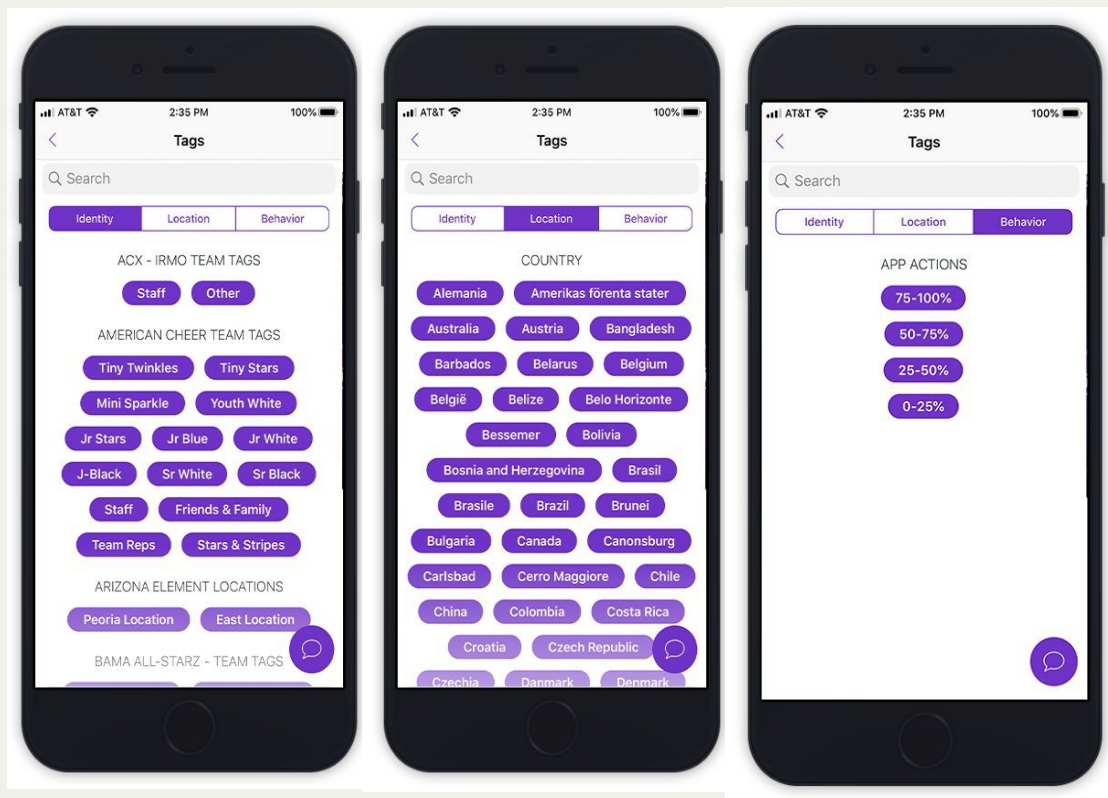
Description:

Smart Tags function like Hashtags, allowing content and communication to be targeted across the platform.

Opportunities:

1. Curate content for specific tags.
2. Grant / restrict specific users access to content.
3. Tagged Smart Chat provides communication by specific user type.
4. Filter analytics based off tags.

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Widget (Track Growth)
Engagement Feature
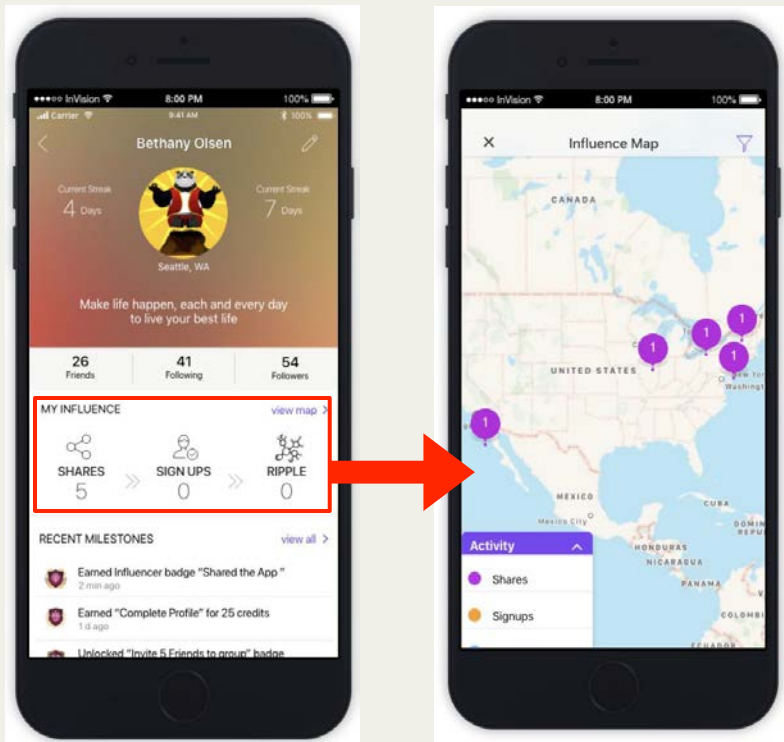
Description: Tracking the individual user and their ability to help their community grow. See who your top influencers and community members are and reward them based on their performance.

Opportunities:

1. Ability for users to refer other users, receive credit, win contests, and compete with each other
2. Ability to see a map with all the users they have referred as well as their ripple effect to the community
3. Ability to reward users for the following actions - Sharing the App / Sign Ups / Ripple Effect
4. Sharing options
   a. SMS
   b. Social media

Activity Feed
Engagement Feature
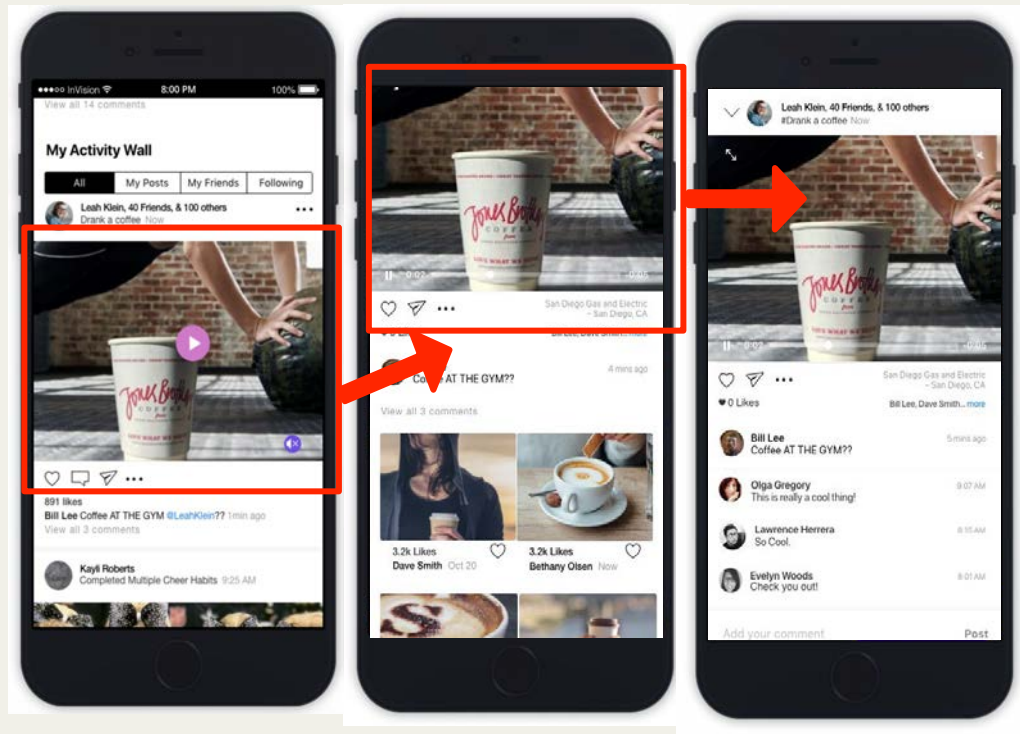
Description: Users post their activities to the activity wall so friends can comment and encourage their progress. Activity cards stack to create a consolidated wall to drive engagement and introduce sponsorships.

Opportunities:

1. Allows users to see who else has tracked the same actions.
2. Like, Comment, and share cards to people in the app and on social media

Community Impact Widget
Engagement Widget
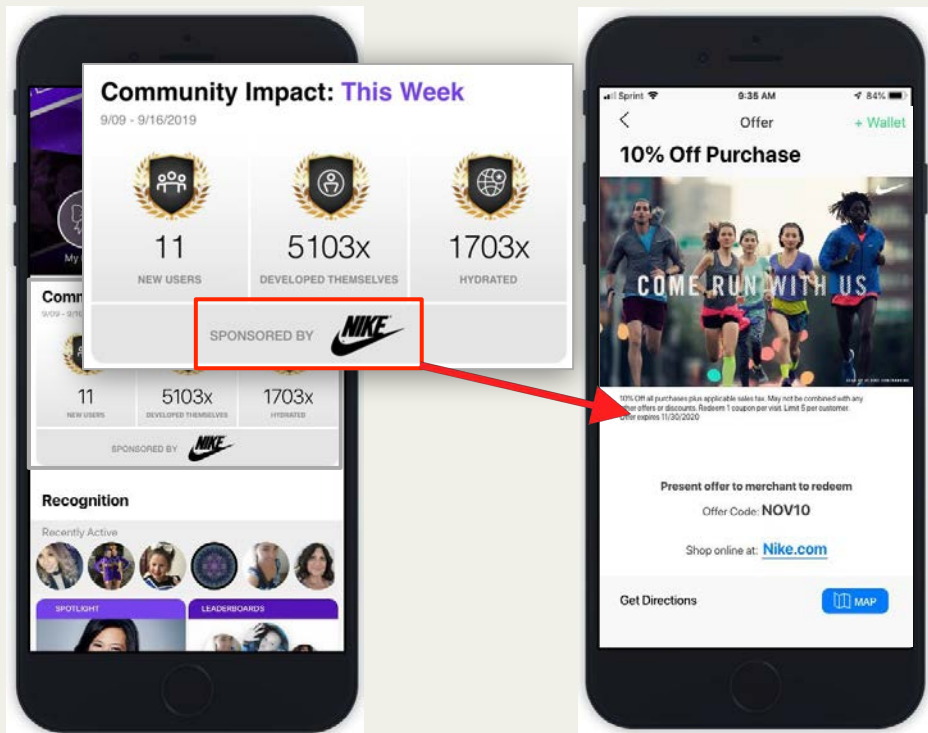
Description:

A fun ticker style display that shows the overall impact of your community. Display 3 actions, action groups, or categories for the entire app to see how engaged the community is!

Opportunities:

1. Toggle on / off on your home wall
2. Customize the time frame to: Today, this week. This month, or all-time
3. Customizable for any action/group/category
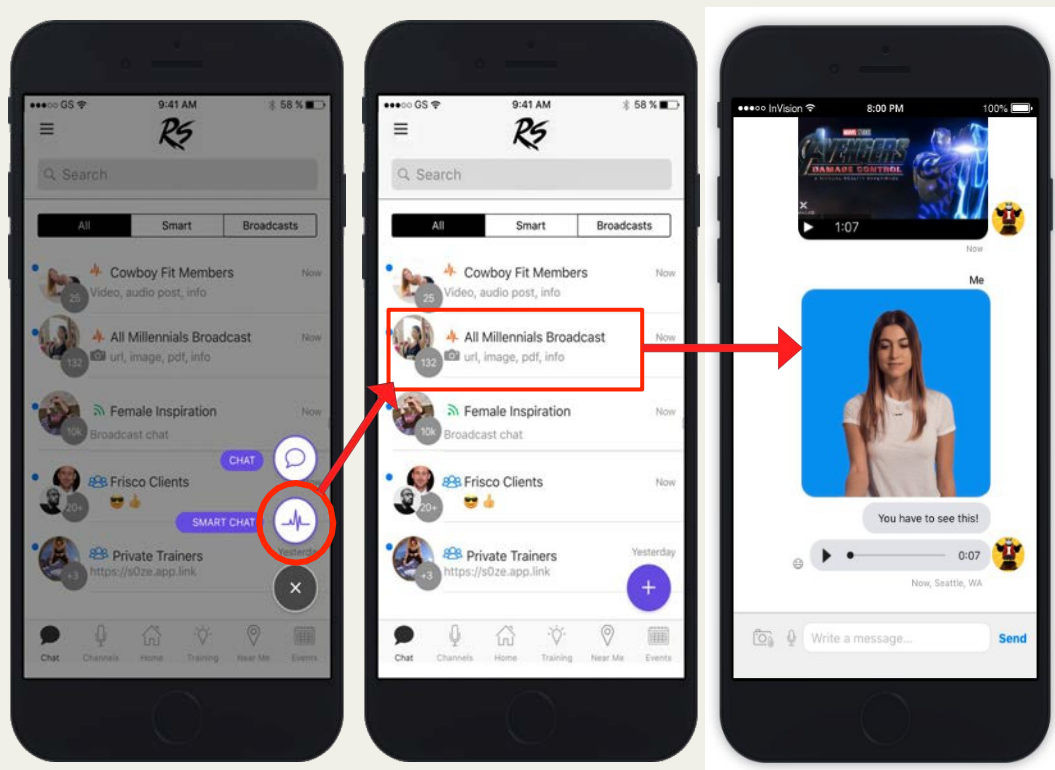
Badges
Reward and Recognition
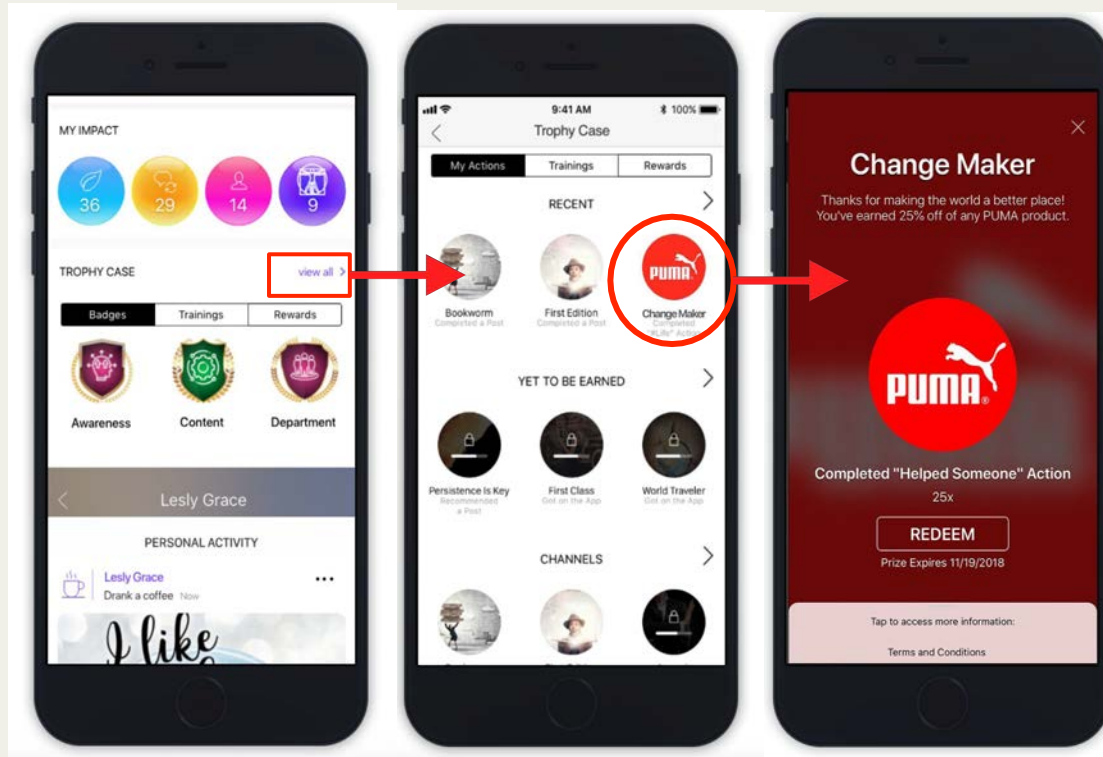
Description:

Badges are title recognition for using the app, performing actions, and completing training. They are an element of Gamification that keep users engaged through a reward system.

Opportunities:

1. Turn ads & giveaways into rewards
2. Increase user retention
3. Track milestones, streaks, and signups
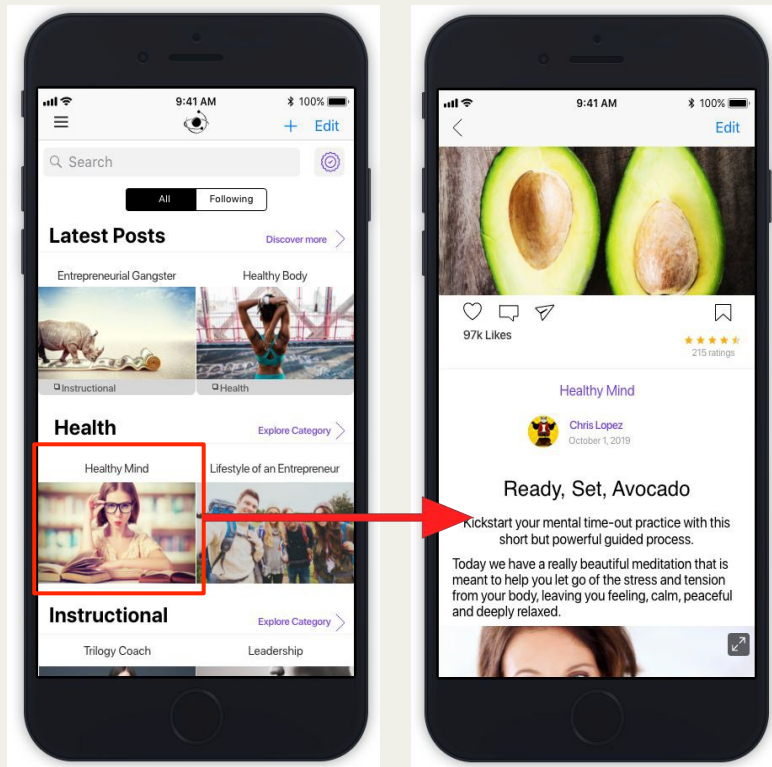
Chat
Core Feature

Description:

Chat is a fast, stable and scalable communication tool with a modern UI. Individual chat, group chats, or 1-way 'broadcast' message capabilities make this a unique and powerful feature.

Opportunities:

1. Chat using smart tags
2. Upload text, video, picture, GIF, and location
3. In / out of app push notifications

Channels
Core Feature

Description:

Post any type of content including: articles, blogs, video, pdf's, etc. Full customize your channel and utilize the tags management system to post content relevant to specific demographics.

Opportunities:

1. Ability to post, share and view content on your platform
2. Includes text, PDF's, video, audio, call to actions buttons
3. Comment and like posts
4. Share posts to social media

20

LiveStream
Core Feature
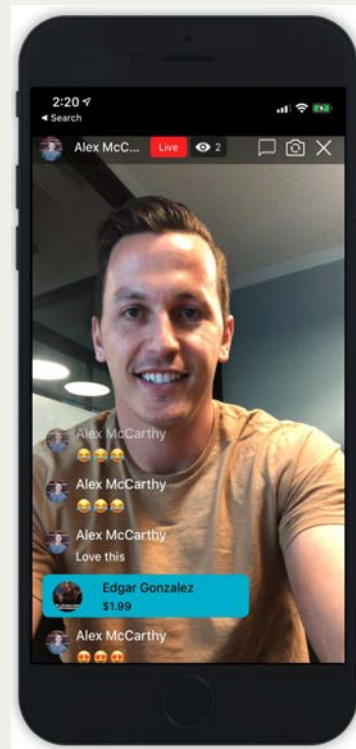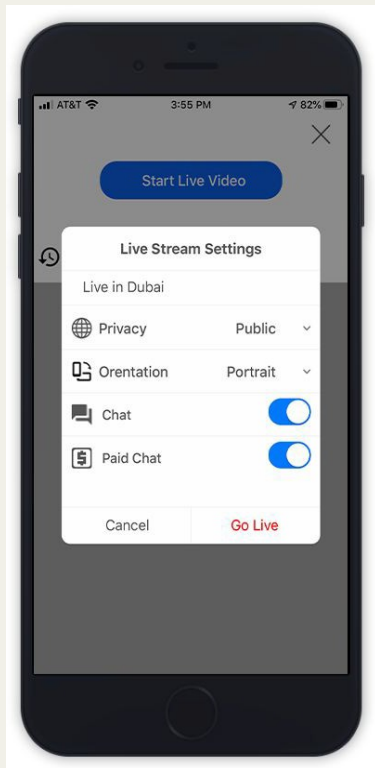
Description:

Use live broadcasts to enhance and maximize direct communication with your community and partners. Admins can broadcast a live feed and allow users to join and chat.

Opportunities:

1. Go live for your community from your phone
2. Instantly reach your entire community with live video broadcast
3. Turn Chat on / off based on your needs

21

Groups
## Core Feature
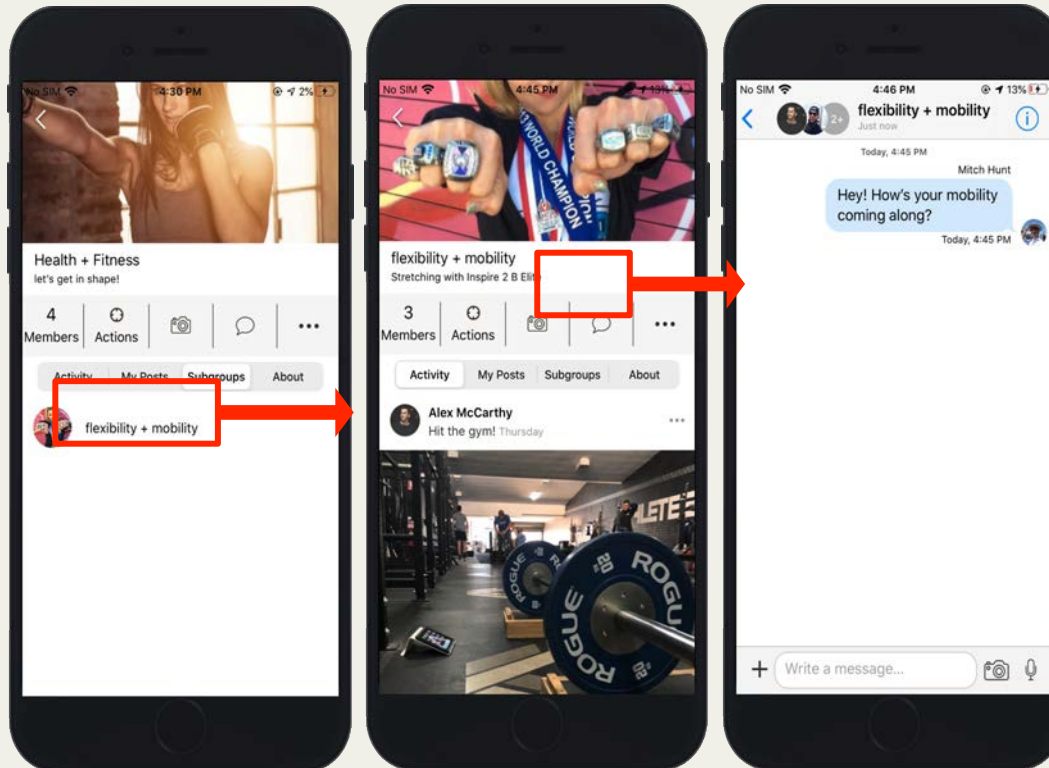
Description:

1. Groups allow users to connect and engage with each other in their own micro-community
2. Groups allow users to communicate, post media, and collectively track their actions.

Opportunities:

1. Make groups invite only or tag based
2. Create events for your group and monetize those events.
3. Communicate within your group as an admin.
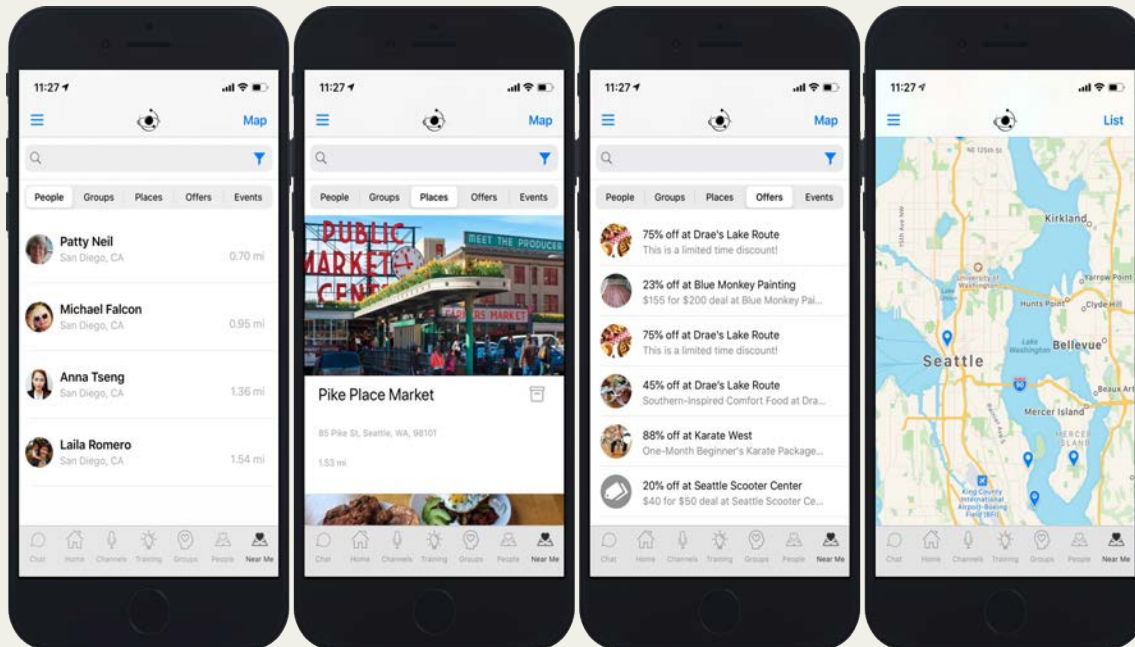
Subgroups
Core Features
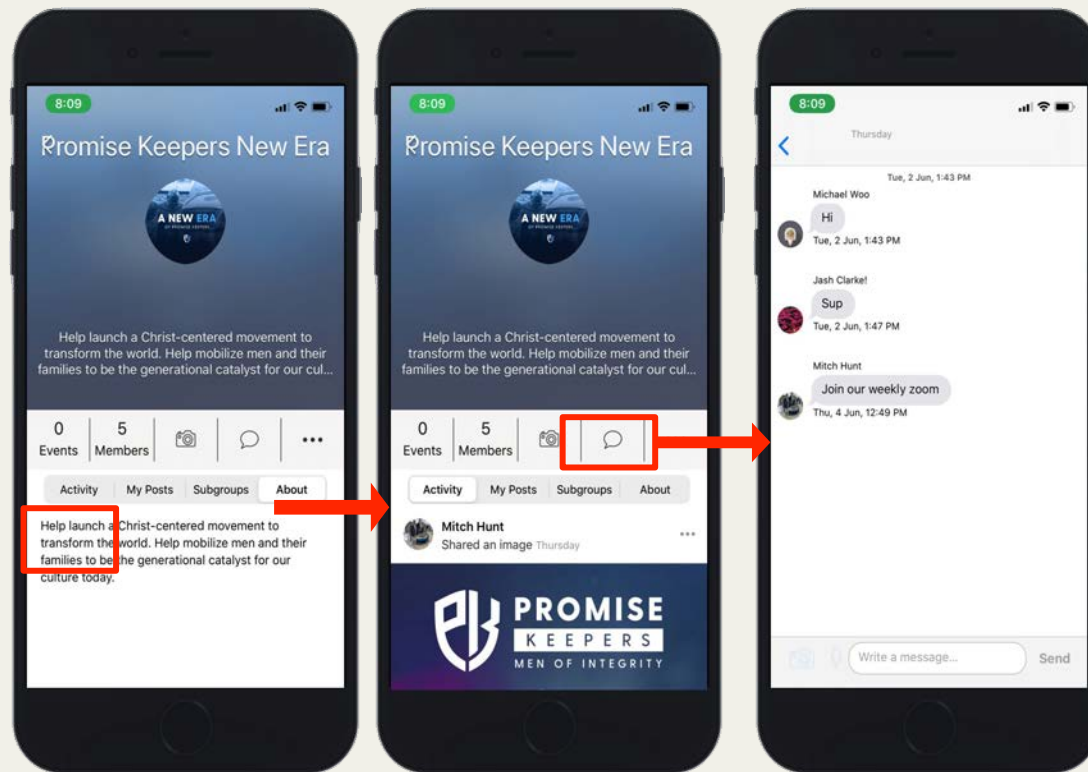
Description:

Allow groups to create subgroups. This allows you to take things deeper and break out individual groups.

Opportunities:

1. Make subgroups private and invite-only.
2. Subgroups can be based on tags
3. Create events for your subgroup and monetize those events.
4. Communicate with your subgroup

23

Near Me
Core Feature

Description:

Discover people based off interest, location, behavior, and achievements. Allow members to see who and what is near them including: people, places, and events.

Opportunities:

1. Connect people with things near them
2. Increase selling locally
3. Connect with your community
4. Monetize your app by promoting local events
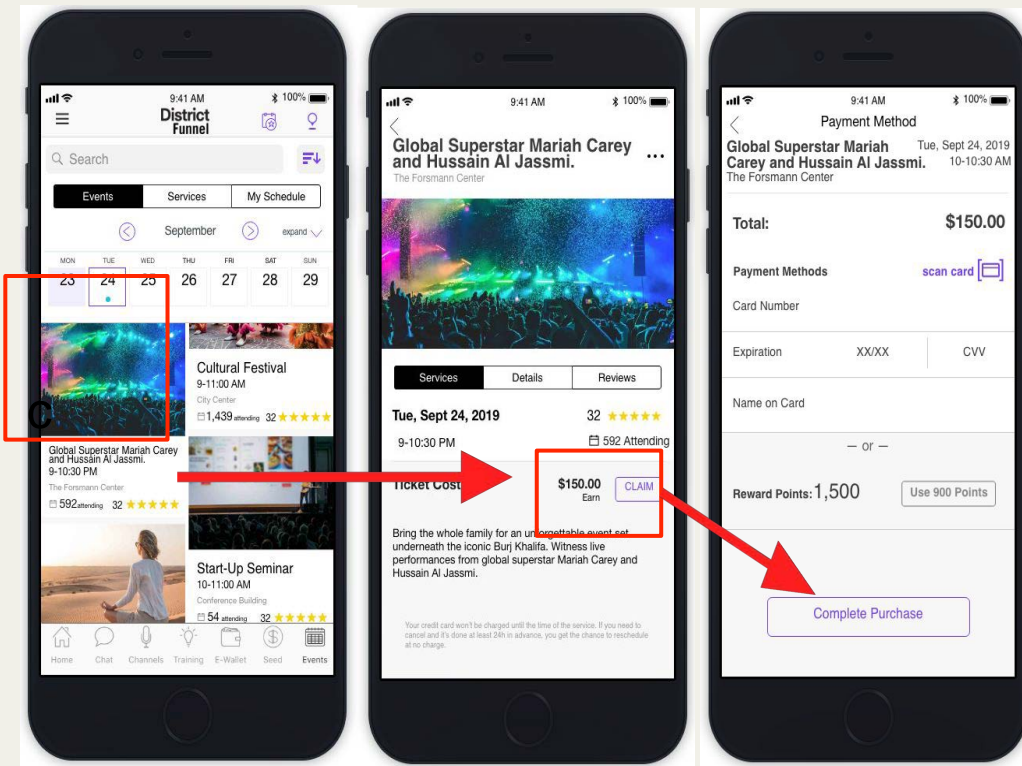
Places
Core Feature
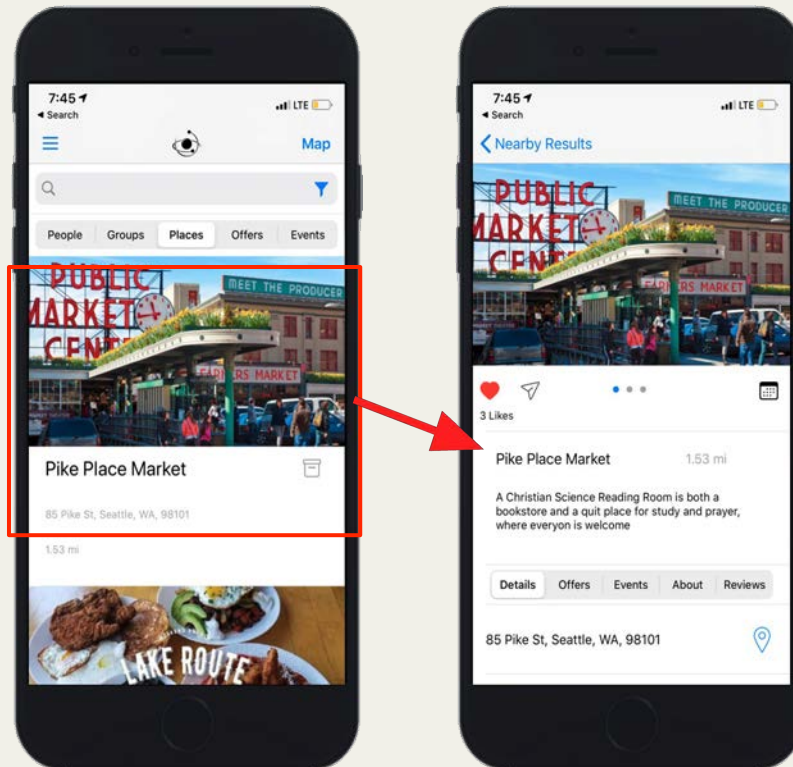
Description:

Allows you to host a directory of other businesses, shops, and locations that are commonly recommended and affiliated to your community.

Opportunities:

1. Monetize your app with ad space for businesses
2. Great for events
3. Find places near you

Event Management
E-Commerce Features

Description:

Event Management gives admins the ability to create events from their mobile device and allow users to schedule and pay for access to the event in real-time; all inside the app.
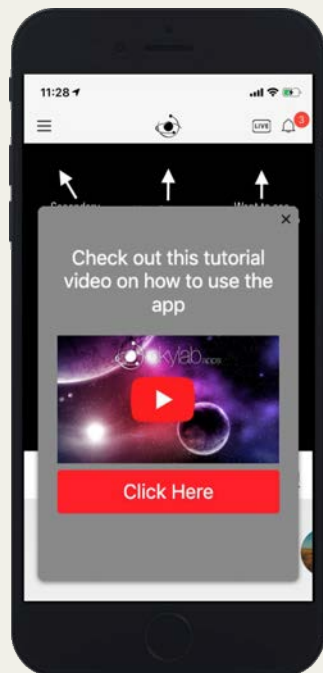
Opportunities:

1. Monetize the app by charging for events
2. Manage event attendance from your mobile device.
3. Manage payments and transaction history.
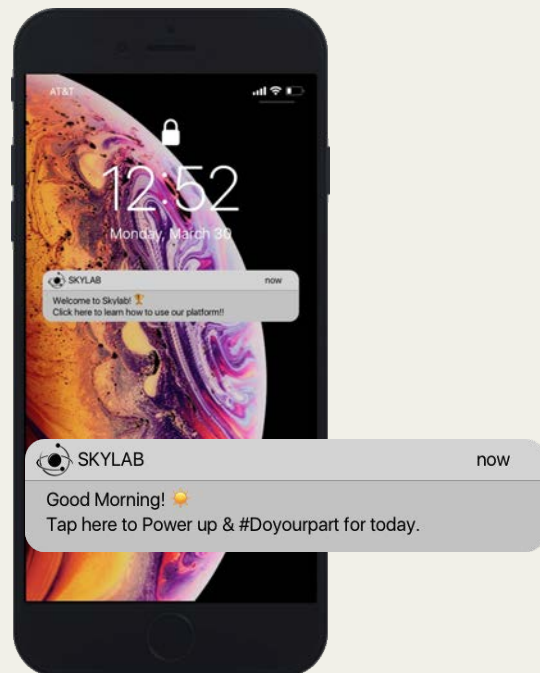4. Allow users to book events from their phone in real time.

Push Notifications
Core Features

SKYLAB

In-App   ## Out of App

Description:

Provide In-app or Out of App push notifications to users. This includes reminders, broadcasts, announcements, and more. Notifications can be sent based off of locations, tags, onboarding, inactivity and more.

In-App Notification:

This is a push notification with the options for an image, text or an image of video linking out if want to drive someone to YouTube / Vimeo but NOT media or content in your app.

Out-of-App Notification:

This is a push notification with a link if want to drive someone to YouTube / Vimeo or a channel post / training lesson in the app

Voting Challenge
Engagement Widget
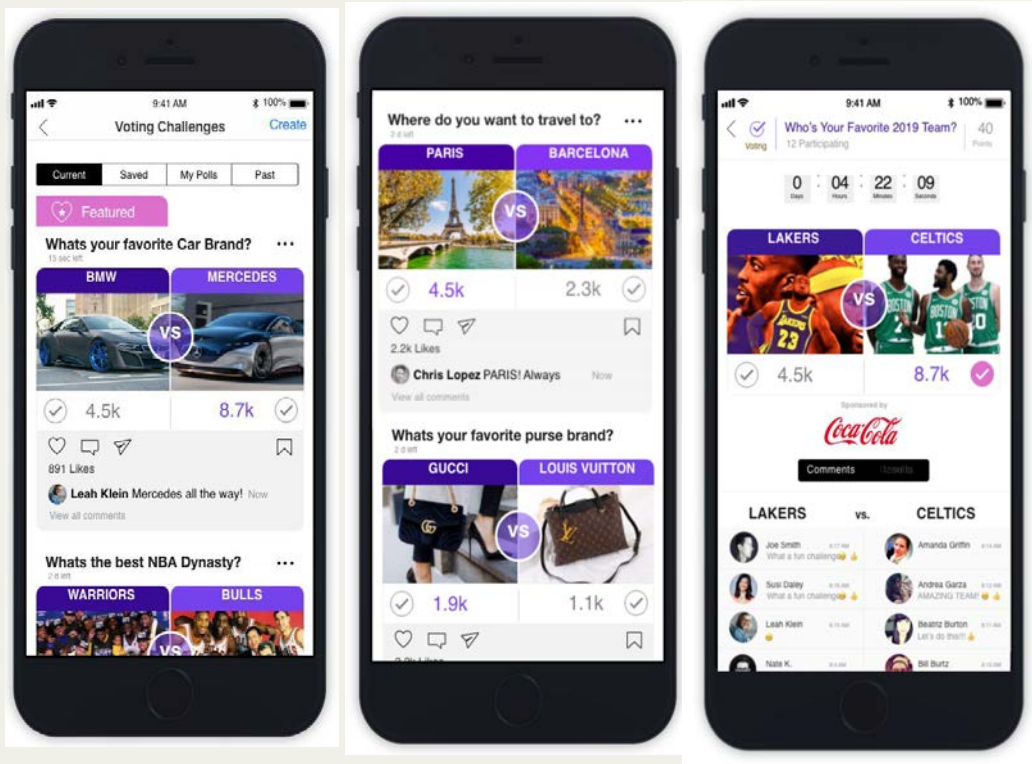
Description:

The Voting Challenge widget allows both users and admin to create a fun "this vs. that" competition on the app. the creator of the admin can insert any type of media (photo, video, audio) and allow users to vote on and comment on which one they like better.

Opportunities:

1. Admins and users can create friendly competitions
2. Increase engagement with fun voting contest.

App Store Purchase or Subscription
E-Commerce Features
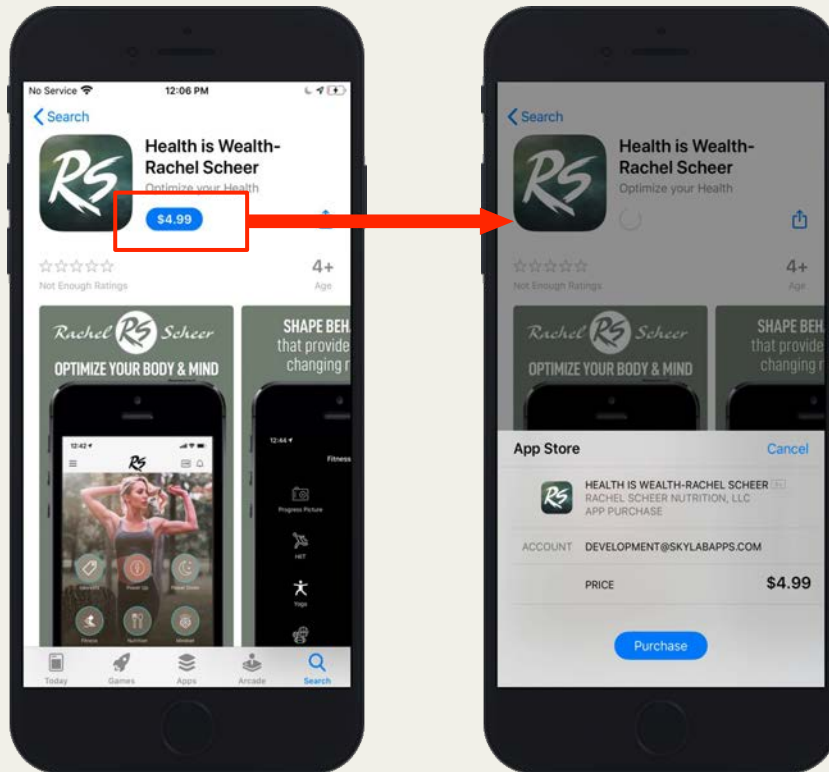
Description:

Users can pay to download your app from the app store whether it be a one time fee or a monthly subscription.

Opportunities:

Ability to monetize the app by allowing users to purchase through the app store.

Hyper-Local Deals
Engagement Widget
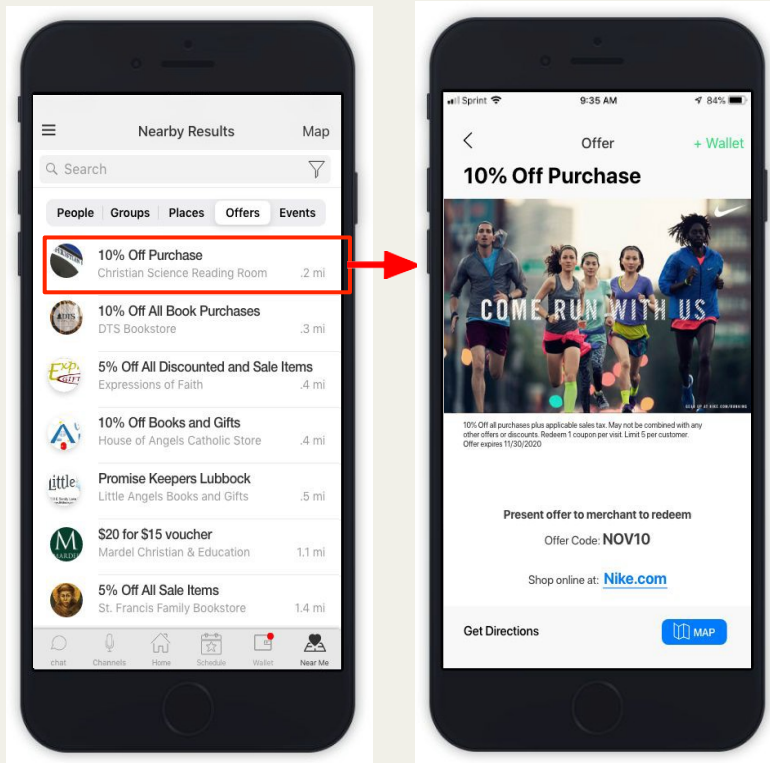
Description:

Increase user engagement by allowing users to get on the app to discover offers/discounts to stores nearby.

Opportunities:

Monetize the app by uploading offers/ discounts to different stores nearby

Analytics Dashboard

Statistics Widgets

Description:

Provides the ability to see the analytics of your Community Platform broken down into 4 insightful sections:
1. App Stats
2. Rewards & Recognition
3. Behaviors
4. Growth

Opportunities:

1. View all the vital info about how your platform is doing in comparison to the world on downloads, engagement, and retention.
2. View all key info on what is going on in your world, how may likes, actions, badges won, etc.
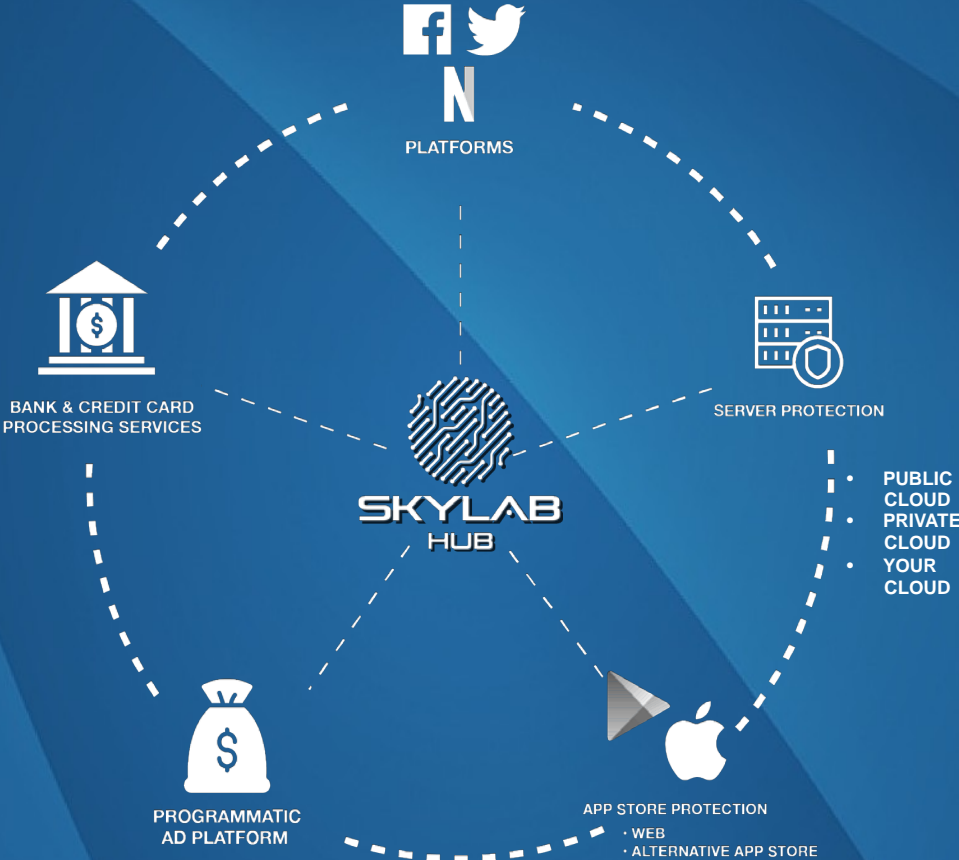
WHAT IS SKYLAB?

SKYLAB

PRIVATELY-OWNED PLATFORMS ARE THE NEXT EVOLUTION IN SOCIAL MEDIA

18 years ago, **WordPress** drastically transformed the internet as we know it by making website creation a reality for non-programmers. Now **SKYLAB** is placing the power and potential of fully-customizable and privately secured social media platforms in the hands of communities, entrepreneurs, celebrities, brands and even countries. **Speed to Market and Cost** have traditionally been the biggest barriers for anyone wanting to launch their own platform. We have the ability to launch $20M+ social media platforms within days, not months, at a cost that would rival the cost of building a website. We interviewed over 300 leaders, entrepreneurs and athletes across 18 countries and developed a new social system that allows users to share common values. **VRS – Value Reinforcement System**, our "Heart Technology," is the **NEXT MEGA TREND** of social media as well as a key solution to the Social Dilemma. **VRS** gives users the ability to focus on **FINDING COMMON VALUES** and highlighting them, so people become "addicted" to doing good. **VRS** encourages the public to share the daily actions & content they believe will add value to their lives and model healthy habits for others to duplicate.

PROTECTION IS EVERYTHING

(A CANCEL-FREE AUTONOMOUS ECOSYSTEM)

SKYLAB

PLATFORMS

BANK & CREDIT CARD PROCESSING SERVICES

SKYLAB HUB

SERVER PROTECTION

- PUBLIC CLOUD
- PRIVATE CLOUD
- YOUR CLOUD

PROGRAMMATIC AD PLATFORM

APP STORE PROTECTION
- WEB
- ALTERNATIVE APP STORE

COMMITTED ORGANIZATIONS & PEOPLE OF INFLUENCE
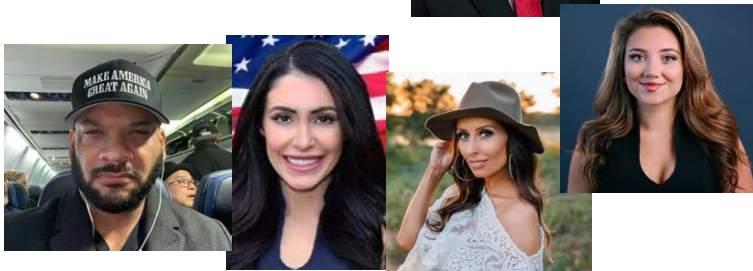
- We have several people of influence, organizations and brands committed to moving their following to Skylab platforms.

- Over 200 Million Combined Followers
- Over 10 Billion Video Views
- Includes Leaders, Athletes, Fashion, Politics, Film, Religion and Music.

TYPES OF CLIENTS AND REVENUE

SKYLAB

CLIENTS

- Influencers – Apps
- Communities – Platforms
- Countries – Social Media Alternatives (Their Own Facebook, Netflix etc.)

OUR VERTICALS

- FreeSpace Social
- Education
- Pets
- Hunting
- Fishing
- Fashion
- Religion
- Military Wives
- Parenting

HOW WE GENERATE REVENUE

1. Setup Fees
2. Monthly License Fees
3. Revenue Sharing
4. Sponsored Ads
   - Badges
   - Leaderboards
   - Spotlight of the day
5. Ad Platform
6. Single Instance Source Code Buyouts

SKYLAB

THE SKYLAB TEAM

Dean Grey
Founder & Chairman
20 years of experience in building companies in multiple countries with successful exits. Recognized globally as one of the leading experts in social technology.

Dr. Rocky Tannehill
CEO
Principle at The Tannehill Group, LLC. Former Chairman, CEO, Zoe City Software. Mr. Tannehill is an investor with a broad knowledge and experience in early-stage startups.

Jon Williams
President
Former CEO of Matchstick Media, a digital marketing agency. He is also Co-Founder of FreeSpace Social. He spent over 20 years in commercial real estate development and brokerage where he and his family office sold over $1B worth of assets.

Rob Frederick, CIO/Vendor Partner Tech co-founder of Amazon Web Services (AWS) and AWS Marketplace. MIT Grad, Media Lab, MIT Technology Review Magazine TR 100 (TR35) award winner, author of 44 issued patents.

Yasser Elgebaly, CTO
25 years of experience in technology, Yasser has worked at Top 500 technology companies including Microsoft, Cisco, AT&T and Ericsson. He started SanApptX, a technology company focused on cyber security, cloud and internet.

Jaco Booyens
EVP of Strategic Alliances
Jaco is the President and CEO of After Eden Pictures. He is the founder of SHAREtogether, a 501(c)3 that fights against the global crisis of Sex Trafficking. He is also the Co-Founder and President of FreeSpace Social.

David Schieffelin
EVP of Business Development
Harvard Graduate. Entrepreneur | COO. David developed media assets for News Corp., generating billions of dollars in sales for 14 years. Co-founded two TV success retail businesses over 26 years. Built and exited a wireless sensor technology company in partnership with Verizon, AT&T, Cisco and Accenture.

Elise Rhodes
EVP of Strategic Alliances
As former CMO of Parler, Elise brings over eight years of experience in communications, revenue generation, financial oversight, talent development, problem solving and relationship marketing.

Jeremy Wong
Vice President
Former co-owner of global conglomerate in the event production, coaching, training and apparel industry that operated in 22 different countries. Founded, invested and exited companies across multiple industries worldwide.

THE SKYLAB TEAM

SKYLAB

Dr. Ben Carson
Board of Advisors
Retired neurosurgeon, author, and politician who served as the 17th United States Secretary of Housing and Urban Development from 2017 to 2021. He was a candidate for President of the United States in the 2016 Republican primaries. He is considered a pioneer in the field of neurosurgery.

Branden Hampton
Director of Influencer Marketing Recognized by Forbes as the #1 most influential brand on social media and has been working professionally on the platforms since 2008. He's leveraged his understanding of technology, social media, and platform algorithms to build a network of over 36,000,000 followers across his social media channels making him one of the largest holders of "digital real estate" in the social landscape. He has worked with over 500 different celebrities, athletes, artists, and social media influencers. In total, Hampton has spent an aggregate of over $50,000,000 on social media marketing for brands and products.

Jeff Hoffman
Consultant & Board of Advisors
Award-winning global entrepreneur, proven CEO, worldwide motivational speaker, bestselling author and Hollywood film producer. Founder of multiple startups and CEO of both public and private companies. Has been part of a number of well-known successful startups including Priceline.com & Booking.com, uBid.com and more. Frequent keynote speaker, chairman of Global Entrepreneurship Network with members in 180 countries.

Mike Pine
Strategic Partnerships Advisor
Former Chief Revenue Officer and Head of Global Sponsorships for UFC, WWE, CNN, Combat Americas. Management of Global Brand Partnerships with companies like Pepsi, NFL, NBA, Budweiser & more.

Dr. Al Nigl
Chief Data Scientist
Ph.D. - University of Cincinnati. Worked with IBM & Cisco Systems. Conducted 75+ research studies for Microsoft. Instructor at UC Irvine working with Fortune 1000 companies. Has written 4 books and published over 100 research papers.

Stacey Schieffelin
Brand Strategist Advisor
A global marketing and media personality, a Co- Founder of Women's Leadership LIVE, the founder of YBF (Your Best Friend) Beauty | Models Prefer Beauty and is 1 of 6 HSN | QVC Star Entrepreneurs! She has engineered a 26-year record of success owning some of the greatest global cosmetic brands in direct sales on 8 LIVE TV Networks in 28 countries. As a Chief Brand Officer (CBO), Stacey enjoys assisting with the build of emerging brands to ensure that their community relations and pop culture strategies accelerate their brand growth.

Brig. Gen. Jeff Pennington
Board of Advisors
Currently leads an organization of +30,000 personnel and has served in an advisory role to university Presidents, military think tanks and US embassy leaders. Experience as a Senior Executive and a Brigadier General in the Air Force Reserve with a MA in National Security earning international recognition.

CROSS ROADS MDD
AGENDA BRIEFING SHEET

<u>Meeting Date:</u>
September 8, 2022

<u>Agenda Item:</u>
Discuss and consider items related to the Town's Vision 2035 Strategic & Comprehensive Plan project.

<u>Prepared by:</u>
Kristi Gilbert, Town Administrator

<u>Description:</u>
On May 16, 2022, the Town Council authorized a proposal for the Vision 2035 Strategic & Comprehensive Plan prepared by Greater Yield, LLC and Mundo & Associates Inc. Both consultants will be in attendance to discuss their progress on the plans.

<u>Attachments:</u>
Update Presentation – Mundo & Associates
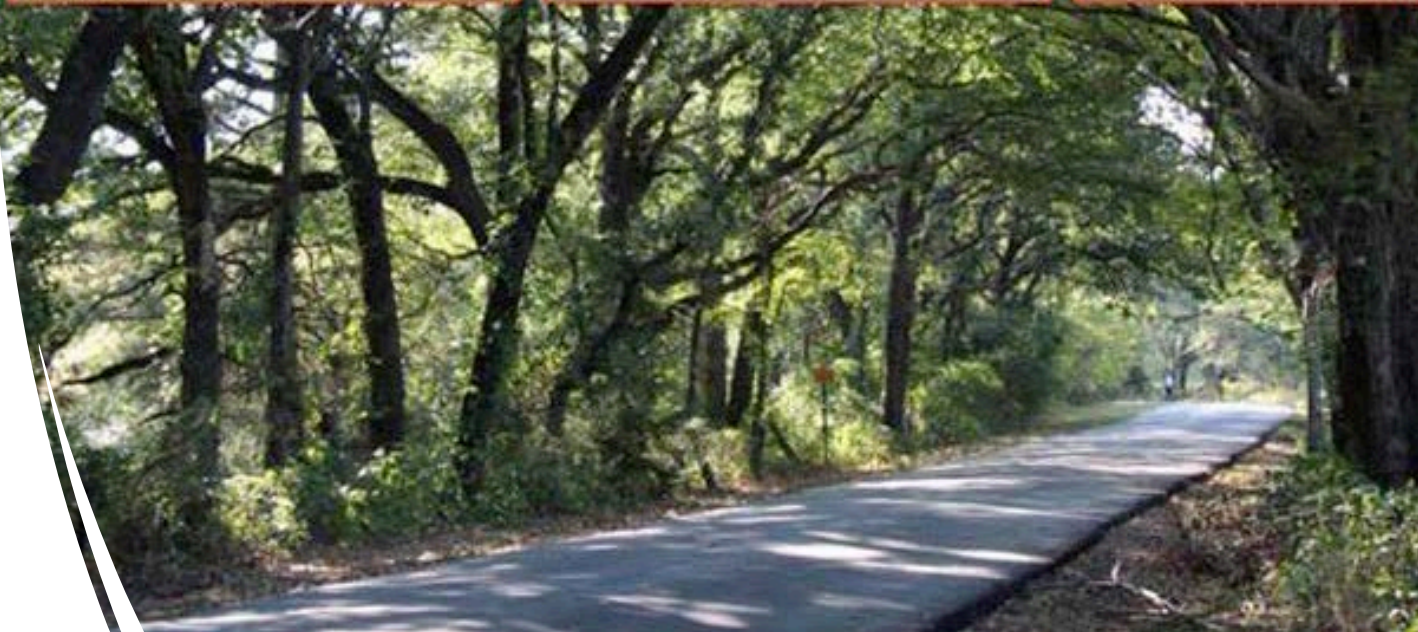
Updates/Discussion

On the Cross Roads Comprehensive Plan
9/7&8/2022

Existing 2015 Comprehensive Plan

Town of Cross Roads
Future Land Use Map

A Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries. This plan presents the vision for Cross Roads' future pattern of land uses.

Map created using Denton County Appraisal District Parcel Data and Denton County GIS Data. This map does not represent an on the ground survey.

Adopted 3/15/21 via Ordinance 2021-0315 - 02

Legend
Agricultural - A
Residential - SF
Multifamily - MF
Commercial 1 - C1
Commercial 2 - C2
Commercial C1 or C2
Light Industrial - LI
Utility - U
Mixed Use - Vertical Mixed
Park

Existing Future Land Use Map

Town of Cross Roads

Planning & Zoning Commission

**"To Envision, Maintain and Collaborate for the
Future of the Town of Cross Roads"**

Our Mission:

The Planning and Zoning Commission's mission is to operate in support of the Town Council to enhance and maintain the quality of life in the Town of Cross Roads. We perform this service through the administration of and adherence to town codes, policies, ordinances and regulations pertaining to planning, zoning, land use and subdivision of land.

Building our Future Together.

Our Core Values:

Collaboration – We engage with our citizens, business leaders, staff and other agencies in planning to best serve the public good and encourage the community to be involved in the future plans for Cross Roads.

Excellence - We strive for excellence in all we do. We provide open and honest communications and recognize the importance of trust, commitment and authenticity. We continuously work to improve our performance and service as a commission while also working to ensure the Town of Cross Roads ordinances and planning and zoning requirements are reviewed and current.

Respect - We support an objective process that considers all points of view. We rely on facts. We make informed decisions based on a shared understanding of the facts, context, and research.
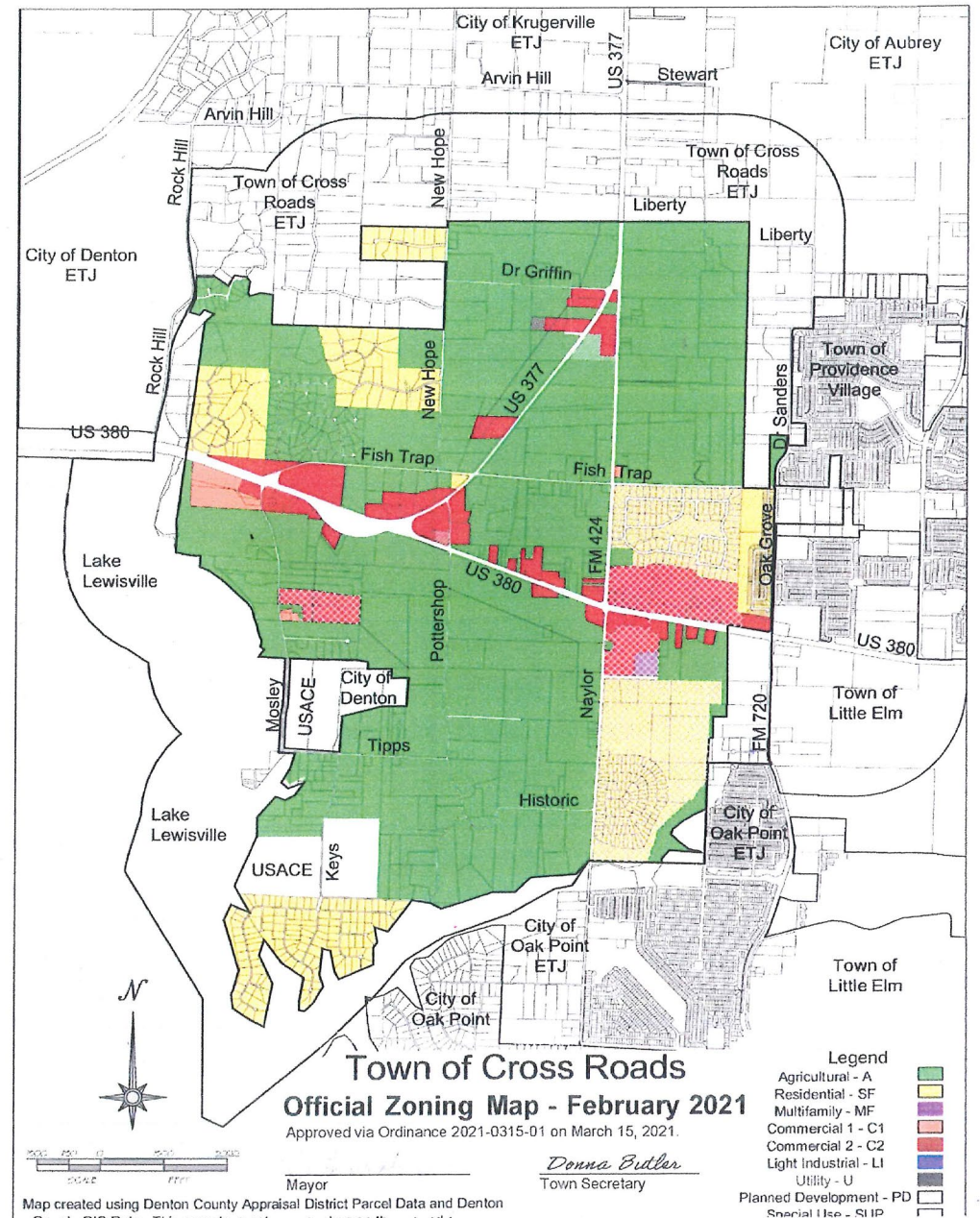
Future Land Use Categories

- Rural Residential vs Agricultural
- Rural Estate
- Urban Residential or Single Family Surburban Residential
- Highway Commercial or Area Commercial
- Community Commercial
- Technology and Business
- Public and Recreational

Official Zoning Map

Town of Cross Roads

Official Zoning Map - February 2021
Approved via Ordinance 2021-0315-01 on March 15, 2021.

Mayor

Donna Butler
Town Secretary

Map created using Denton County Appraisal District Parcel Data and Denton

Legend
- Agricultural - A
- Residential - SF
- Multifamily - MF
- Commercial 1 - C1
- Commercial 2 - C2
- Light Industrial - LI
- Utility - U
- Planned Development - PD
- Special Use - SUP

Cross Roads
General Base Map

Cross Roads Floodplain and Drainage Area Map
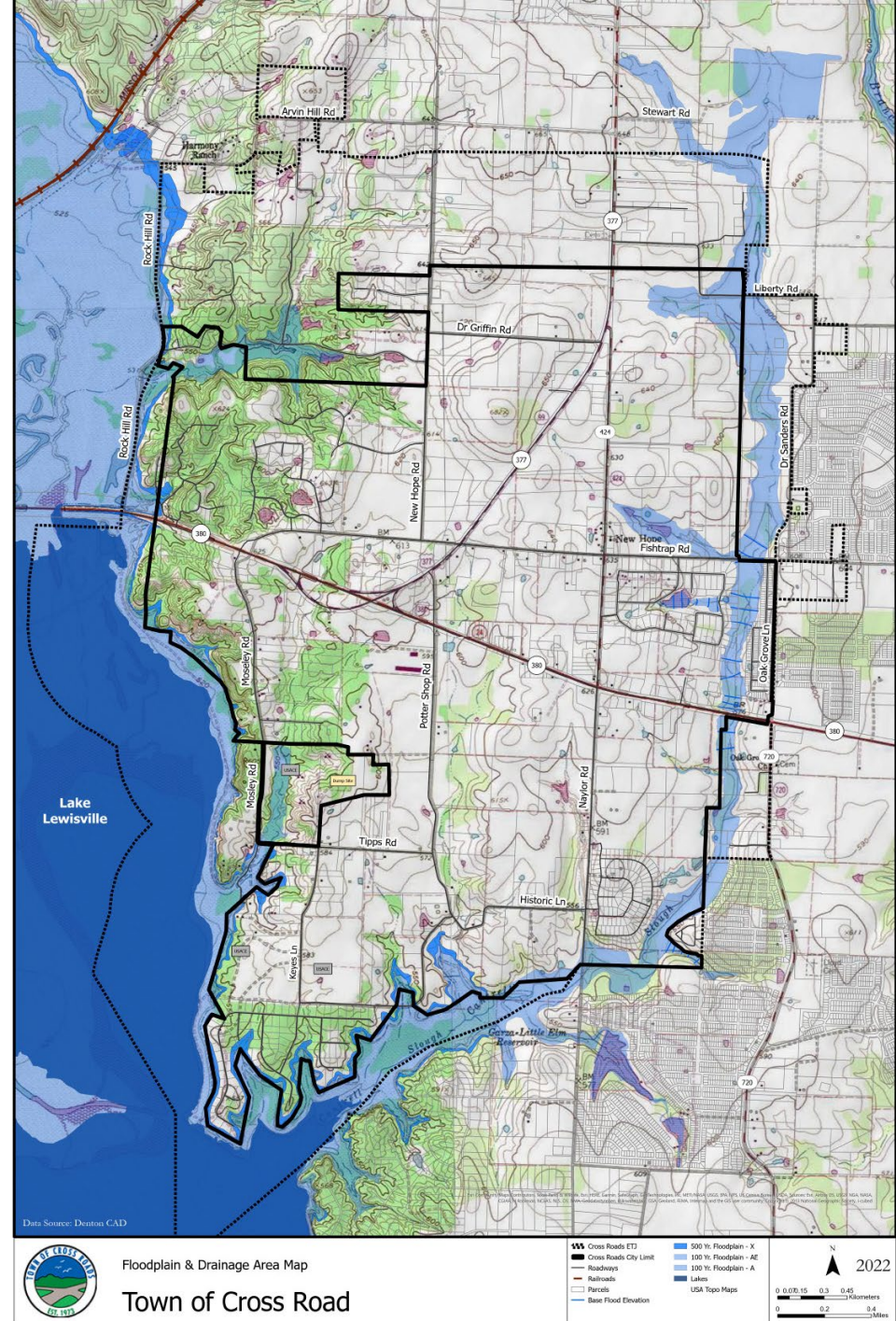
Park & Open Space Elements of 2015 Comprehensive Plan -updates needed

PARK AND OPEN SPACE ELEMENT

GOAL

Provide open space, parks, and recreational opportunities for the citizens of Cross Roads

OBJECTIVES

A. Preserve and maintain a high quality of life for the citizens of the Town.

B. Identify locations where a large scale community gathering area/park could be located. This space should include sufficient land to support community parking areas, a pavilion, open space, and a walking trail.

C. Identify opportunities to preserve and protect open spaces and sensitive environmental resources while providing recreational opportunities for the citizenry.

D. Determine how much of the municipal budget should be allocated to the acquisition, operations and maintenance of parks, open space, and other on an annual basis and then allocate that portion of the annual budget accordingly.

E. Encourage the Municipal Development District Board to allocate resources to acquire land for a large scale community gathering area/park.

POLICIES

1. Encourage residential developments that support and enhance property values within and adjacent to the Town.

2. Encourage developers and property owners to include open space and trails within existing and new developments.

3. Encourage residential developments to provide opportunities for trail systems [hike, bike and equestrian] to connect to one another where appropriate.

4. Encourage physical activity and a sense of well-being

In the last Comprehensive Plan a singular policy related to parks and open space:

- 11. *Policy:* Public open space, trails, and parks are important to build community identity. The Town wishes to provide a central gathering focus for the community.

In discussions with the Park Board, this policy [now an objective] has been clarified to include an area of sufficient size to comfortably host large community events and to provide parking, green space, a dog park, health and fitness equipment, a pavilion, an entertainment venue and to provide for accessibility. An area of sufficient size to support the aforementioned activities within close proximity to the current Town Hall is desirable.

It is desirable for the community to encourage open space, park environments and recreational opportunities for its citizens. Given the rural nature of Cross Roads and the continuing focus on larger lot developments for single family residential uses, property owners and developers should provide recreational facilities that include parks, open space and trails as well as other amenities to the communities that they develop or maintain.

In many parts of the Town the openness and unrestricted vistas are important visual resources for the citizenry. In other parts of the Town there are areas where trees are abundant. These tree resources should be preserved and protected wherever and whenever possible.

Some related objectives of the Town are to: maintain a high quality of life; enhance property values; encourage physical activity, exercise and wellbeing; create a sense of community; and to provide recreational opportunities including pedestrian and bicycle trails.

NATURAL ENVIRONMENT

Cross Roads provides environments from rolling hills to open expanses of farm and ranch land to large lot residential subdivisions designed to provide the residents with internal recreational opportunities. Most developed recreational facilities in the Town are privately owned and operated by property owners associations or the private property owners.

There is a relatively small area of the Town that is designated flood plain by the Federal Emergency Management Agency. These flood prone areas are all owned by individuals or corporations. There are some easements in existence for sanitary sewer to be installed and operated in the existing Cantrell Slough. The Town does not hold the title to any flood prone areas but should consider some ownership of flood plain areas when and if those areas could be used as resources for the Town. Consideration should be given to the acquisition of land that is unsuitable for residential or commercial development for open space conservation and passive recreational activities like trails. Development in flood plain areas should be discouraged and where flood plain disturbance is necessary, it should be minimized.

NCTCOG Trail Plan Elements

TRAILS

Developers and private property owners should consider and to the extent possible provide recreational opportunities that include pedestrian and bicycle trails within the boundaries of their property. In areas where trail connections are possible between developed areas, property owners and developers are encouraged to provide trail access. These trail linkages may provide long term recreational benefits to the community as well as providing potential connectivity to other trails and areas of the Town and surrounding areas. Trails and trail linkages may provide equestrian opportunities in the Town that may not otherwise exist.

Texas Parks & Wildlife, Esri, HERE, Garmin, GeoTechnologies, Inc....
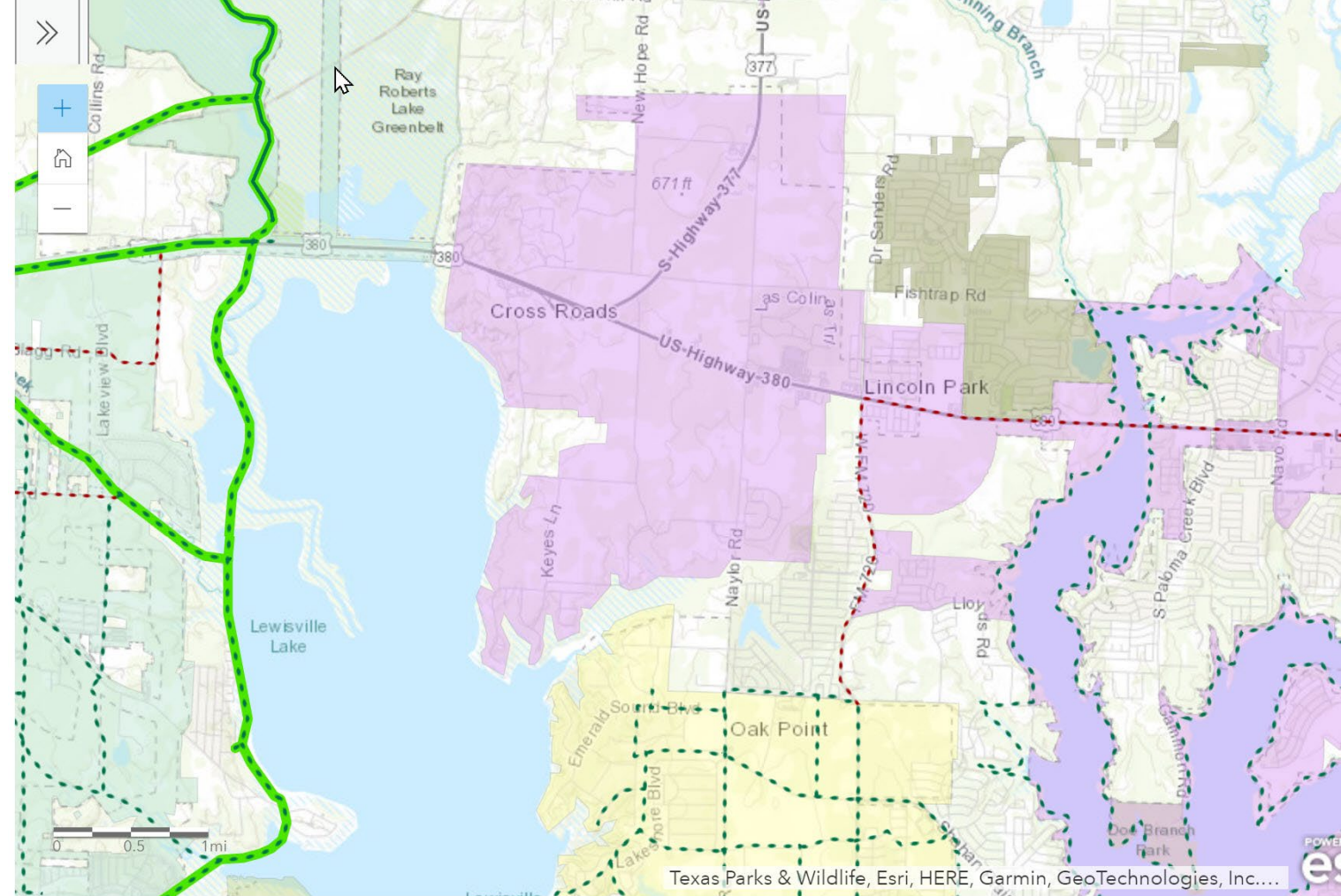
Map Legend

Regional Veloweb
The Regional Veloweb is a network of off-street shared-use paths designed for non-recreational bicycle and pedestrian trips. These paths serve as a regional expressway for active transportation as it aims to connect major destinations, including transit stations, employment and education centers, and/or other major activity centers with high volumes of users.

Off-Street Shared Use Paths
— Existing Off-street
— · — Funded Off-street
• • • • Planned Off-street

A path shared by both bicyclists and pedestrians that is physically separated from motorized vehicular traffic by an open space or barrier, and either in the road right-of-way (sidepath) or within an independent right-of-way.

On-Street Bikeways
— Existing On-street
— · — Funded On-street
• • • • Planned On-street

On-street bikeways exist within the road right-of-way. The bikeways include separated or protected bike lanes/cycle tracks, striped bike lanes and marked shared lanes.

Rural Paved Shoulders
— Existing Rural Paved Shoulders
— · — Funded Rural Paved Shoulders
• • • • Planned Rural Paved Shoulders

Bikeways between communities in rural unincorporated areas of the region generally consist of paved shoulders, particularly on roadways with higher speeds or traffic volumes.

Town of Cross Roads

Parks and Recreation Advisory Board

**"Working to enrich our community by creating
extraordinary recreational experiences"**

Our Mission:

The Town of Cross Roads Parks & Recreation Board's mission is to enhance the quality of life by providing for safe, well-maintained parks and public places, preserving historic resources and strengthening the bonds of community through programs and special events.

We create opportunities for renewal, growth, and enrichment, while actively caring for and protecting our urban forest to create a beautiful, livable town for the benefit of a community of people who live, work and visit the Town of Cross Roads.

These services will be facilitated and delivered through passionate, professional and proactive response to community interests and identified values.

Building our Future Together.

Our Core Values:

Core values are internal beliefs and qualities treasured by the community. These shared beliefs form a philosophy that guide the Town's parks and recreation services.

Community Engagement - We work collaboratively to include and engage the full diversity of our community through community events and programs.

Family-Friendliness – We provide safe environments, clean and beautiful spaces and a welcoming atmosphere accessible to all.

Conservation & Stewardship - We responsibly manage and care for our natural and physical resources for current and future generations.

Health & Wellness – We provide environments for the promotion of mental and physical health, activity and relaxation.

MDD Strategic Plan Elements

Town of Cross Roads

Municipal Development District

"Cross Roads – Open for Business"

Our Mission:

The mission of the Cross Roads Municipal Development District is to continue to grow the tax base by attracting new business, creating a family-oriented, safe town environment while preserving our small town country living, making the community a better place to do business, live and work.

Cross Roads Municipal Development District promotes the retention, and expansion of existing business for a sustainable economy leading to job creation. We partner with elected officials, administration officials, other Town committees, and Towns people to achieve this goal.

Building our Future Together.

Our Core Values:

Strategic, Operational and Financial Plans
Maintain strategic, operational and financial plans to support the anticipated increase in businesses providing employment and residential growth while maintaining Cross Roads small Town atmosphere. We believe in an honest and transparent government and are dedicated to the highest ideals of integrity, fairness and openness in partnering with our citizens, elected officials, administration officials, and other Town committees and boards, to facilitate the growth of Cross Roads.

Business Retention and Development
Encourage the development and retention of unique and small businesses that lend character to our Town and are an attraction while helping create a diverse economy in Cross Roads. The continued support of the Town's retail shopping areas is critical while working to create a vibrant town center is essential for the continued financial health of our community.

Predictable Regulations and Cost
Provide the development community with a review process that delivers accurate and concise information relating to development standards and the costs of development to ensure that Cross Roads remains an attractive municipality in which to invest capital. We believe for an organization to be great it must be committed to excellence and quality regarding our community, residential and commercial development.

Position as a Destination
Continue to encourage visitors as an economic driver and promote the Town's features and assets, including the stewardship of its natural resources, cultural environment and agricultural heritage while growing the economy to the benefit of the Town of Cross Roads citizens.

Business, Family and Retirement Friendly
Work to nurture Cross Roads and its role as a desirable location for business, family and retirement populations, and to provide encouragement that supports and serves these populations.
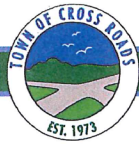
ECONOMIC DEVELOPMENT ELEMENT

GOALS

A. Support the Town by pursuing an increase in the number of quality businesses located in the Town.

B. Identify businesses that provide necessary and desirable services to the citizens of the Town and assist those businesses in the expansion, relocation, or location within the community.

C. Identify and support businesses and services to locate or expand within the Town that increase the sales tax base for the community.

D. Support development projects that will further the objectives of the Town.

E. Identify and support services that assist in the expansion and development of a quality and diverse workforce.
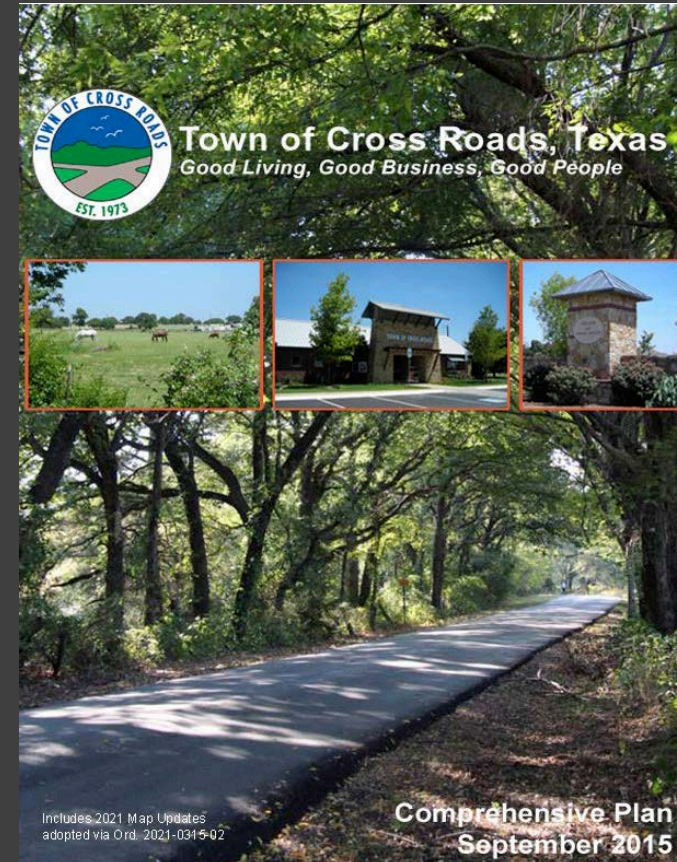
POLICIES

1. Advertise the competitive commercial nature of the Town and reinforce the fact that the Town has no Ad Valorem taxes.

2. Consider distribution of Municipal Development District funds to pay principal, interest or other financial obligations related to development projects that have been approved.

3. Consider grants and appropriate funding solutions for projects that support the economic development and community objectives of the Town, including applications for grants and other funding opportunities.

POTENTIAL PROJECTS

Participation in the acquisition of the ACME Brick clay quarry as a potential economic development asset and assist in the development of a community recreational facility.

Participation in the siting and acquisition of a public safety facility to support the continuing economic vitality of the Town.

2015 Comprehensive Plan Economic Development

Town of Cross Roads, Texas
Good Living, Good Business, Good People

Includes 2021 Map Updates
adopted via Ord. 2021-0315-02

Comprehensive Plan
September 2015

Density Comparison

City	Population	Acres	Sq. Miles	Person /sq mile	Person/ acre
Cross Roads	1,830	3,675	5.7	318	0.5
Denton Co.	145,750	56,214	87.8	1,671	2.6
Oak Point	5,000	2,763	4.3	1,163	1.8
Little Elm	51,640	6,864	10.7	4,826	7.5
Source: NCTCOG, Denton CAD & Mundo and Associates, Inc.					

Future Density of Cross Roads

Drive Time to Cross Roads

Cross Roads, TX, USA

20 min Drive Time

10 min Drive Time

5 min Drive Time

30 min Drive Time
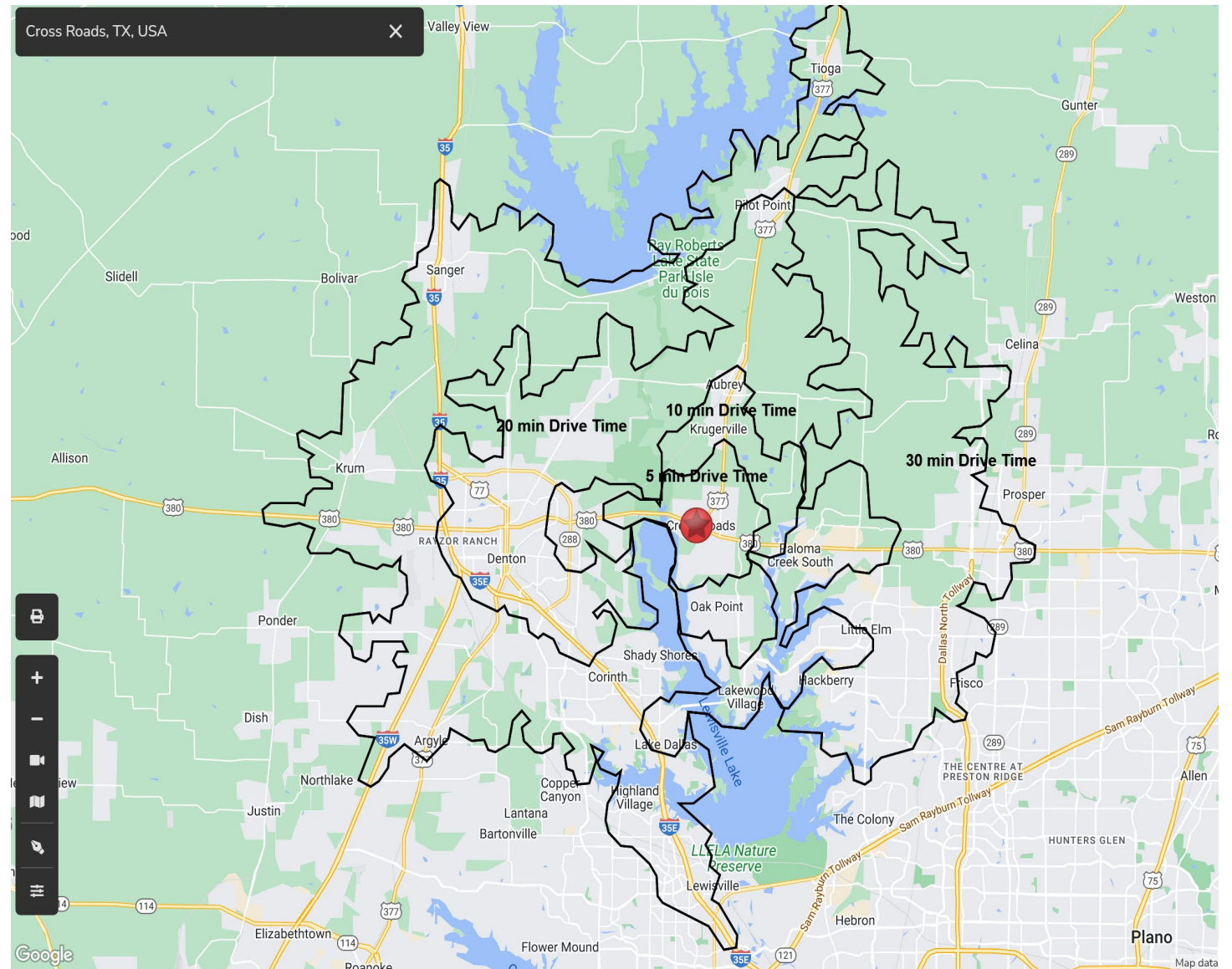
Population and Future Population

	2010	2020	2022	Annual % change 2010-2020	Annual % change 2020-2022	Annual % change 2022-2027	Population - 2027	Annual % change 2027-2032	Population 2032
Cross Roads	663	1,744	1,830	16.30%	4.90%	5.9%	2,425	5.90%	2,568
3 min drive of Cross Roads	399	1,771	1,525	34.40%	decrease	6.60%	2,029	6.60%	2,162
5 min drive of Cross Roads	7,051	15,323	16,779	11.70%	4.80%	5.1%	21,036	5.10%	22,109
10 min drive of Cross Roads	24,110	40,076	43,161	6.60%	3.80%	4.10%	52,070	4.10%	54,205
20 min drive of Cross Roads	150,840	215,515	227,961	4.30%	2.90%	3.20%	264,807	3.20%	309,977
30min drive of Cross Roads	326,617	480,235	508,509	4.60%	2.90%	3.40%	595,418	3.40%	680,619
Denton County	661,868	906,422	959,896	3.70%	2.90%	3.00%	1.1m	3.00%	1,133,000
DFW	6.37m	7.64m	7.85m	2.00%	1.40%	1.70%	8.51m	1.70%	8,510,000

Source:Sites USA, Mundo and Associates, Inc.

Population and Future Population

	Median Age-2022	Average Household Income-2022	Owner-occupied Hm Value-2022	Daytime Population + 16 yrs-2022	Monthly Retail Expenditure-2022
Cross Roads	33	$ 93,332	$ 394,927	1,554	$ 2,516
3 min Drive of Cross Roads	30	$ 89,118	$ 350,670	7,069	$ 2,541
5 min Drive of Cross Roads	31.5	$ 90,454	$ 274,912	21,402	$ 2,583
10 min Drive of Cross Roads	32.8	$ 97,212	$ 278,907	185,920	$ 2,676
20 min Drive of Cross Roads	31.9	$ 77,385	$ 264,845	122,359	$ 2,285
30 min Drive of Cross Roads	33.2	$ 97,244	$ 315,508	257,096	$ 2,680
Denton County	33.9	$ 105,325	$ 314,858	598,468	$ 2,841
DFW	34.3	$ 97,584	$ 255,094	5.65m	$ 2,693

Economic Demographics